

SONY

Press Release

Sony Electronics Adds 4K Handheld Professional Camcorder with AI-based Subject Recognition Autofocus, Tracking, and Auto Framing



PXW-Z200 XDCAM™ with 1.0-type CMOS Sensor and Newly Designed 20x Optical Zoom Lens Offer Recording and Streaming Capabilities Ideal for Broadcast, Corporate, Education, and Faith Content Creation

Hong Kong, August 20, 2024 – Sony Electronics is releasing a new 4K handheld camcorder, the XDCAM™ [PXW-Z200](#) with SDI and MXF wrapper¹. The model features artificial intelligence (AI) recognition capabilities, high-precision autofocus (AF), a newly designed 20x optical zoom lens, a variable neutral-density (ND) filter, and assignable lens ring². The new model combine portability, functionality, interoperability, and network connectivity for a high-quality and inclusive capture and live streaming experience. The camera is suited to individuals and small teams supporting applications within broadcast, corporate, faith, and education. The PXW-Z200 is expected to be available on 28 August 2024 for a suggested retail price of HK\$33,990.

“The new PXW-Z200 builds upon Sony’s rich legacy and expertise in broadcast and production and marries it with the latest transformative technology trends including AI and all in one streaming,” said Yang Cheng, Vice President, Imaging Solutions, Sony Electronics. “As we continue to strengthen our portfolio, we’re pleased to combine some of our most sought-after and beneficial features into a handheld form factor to accommodate professionals at all levels with the options and capabilities to make their work more impactful, visually appealing, and efficient.”

High-Quality Capture

AI subject recognition, auto focus (AF), and support for 4K 50p/100p recording facilitate high-quality capture with less manual input. The camera features a BIONZ XR™ image processing engine and a specialized AI-processing unit for highly accurate, real-time recognition, tracking, and framing of subjects. In addition, the PXW-Z200’s 1.0-inch-type Exmor RS™ CMOS stacked sensor provides high-sensitivity and low-noise capability.

An Electronic Variable ND Filter enables users to toggle seamlessly between 1/4 to 1/128 density. Users also have the option to enable auto-ND, which allows the camera to maintain an optimized exposure without the user having to adjust settings – especially useful when moving quickly between indoor and outdoor environments. Two rings for focus and zoom³ and two dials for IRIS/ND Variable are located side-by-side, for effortlessly adjusting exposure along with focus and zoom. Twelve assignable buttons provide further customization.



Powerful Zoom and Image Stability

The new camera is equipped with Sony's G Lens™ with 20x optical power zoom that covers 24mm wide angle to 480mm telephoto and a maximum aperture of F2.8-F4.5. The model can achieve 30x (4K) and 40x (HD) zoom using Sony's Clear Image Zoom technology.

Active mode combines electronic correction with optical image stabilization to provide smoother imagery on the go⁴.

Compact New Design

The camera features a newly designed foldable viewfinder, a removable microphone holder, and a foldable 3.5-inch LCD monitor that allows users to check images and focus in bright environments. The new model is compact and has an exceptionally lightweight body (PXW-Z200: approximately 1.96 kg (4 lb 5.1 oz)) for its rich feature set. Additionally, the model can be folded up for further ease of storage and portability.



Interoperability and Integration

The PXW-Z200 provides beneficial integration with Sony's camera portfolio. Presets such as S-Cinetone™, ITU709, 709tone, HLG Live, HLG Mild and HLG Natural, can be easily adjusted to color match the footage captured on Sony's other broadcast, Cinema Line, and Alpha™ cameras.

The new camera supports a wide variety of recording formats including XAVC HS, XAVC S, XAVC SI, and XAVC HS Proxy (up to 16 Mbps). It supports proxy recording, which reduces the burden of data storage and management during post-production and TC/UB recording, which is necessary when operating multiple cameras. The PXW-Z200 will also support XAVC (MXF) recording through a future firmware update expected summer 2025.

Additionally, the PXW-Z200 is equipped with various interfaces including HDMI Type A, USB Type-C™, LAN, and REMOTE terminals. It also supports SDI (12G, 6G, 3G [Level A/B], HD) output, and TC input/output.

Professional Network Connectivity

The PXW-Z200 offers an all-in-one recording and streaming solution that empowers a single operator or small team to easily manage both capture and distribution. Connecting the camera to a network, such as Wi-Fi, enables live streaming of recorded footage to streaming services and video sites via RTMP/RTMPS or SRT.



Versatile file transfer options include HEVC (H.265) and AVC (H.264) codecs, automatic upload to the cloud or an FTP server, and the ability for proxy chunk for high-quality and secure file transfer.

Mindful Accessibility and Sustainability

In keeping with Sony's commitment to accessible and environmentally conscious technology, the PXW-Z200's menus can be operated using voice reading and feature a screen enlargement function for magnifying screens at the desired ratio. Text-to-speech can read on-screen copy and information, with adjustable volume and reading speed.

The new camera body features resin which incorporates SORPLAS™, a flame-retardant recycled plastic that is made from up to 99% recycled material. Over the past 12 years, Sony has replaced approximately 426 tons of virgin plastic in digital cameras and camcorders with recycled plastic⁵. The packaging of the PXW-Z200 further reflects Sony's efforts to minimize the use of plastic.

A product video can be viewed [here](#).

For detailed product information, please visit [here](#).

For more information about Sony's professional cameras, please visit [here](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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¹ Through a future firmware update for the PXW-Z200 expected in or after June 2025

² Feature will be available through a firmware update planned in or after June 2025

³ Iris control is planned to be assignable to a control ring in or after June 2025

⁴ Slight image crop in Active Mode. Active Mode is not available when recording at frame rates of 100p or higher, including S&Q.

⁵ Researched by Sony. Recycled materials used in the product itself and accessories from April 2012 to March 2024.