

SONY

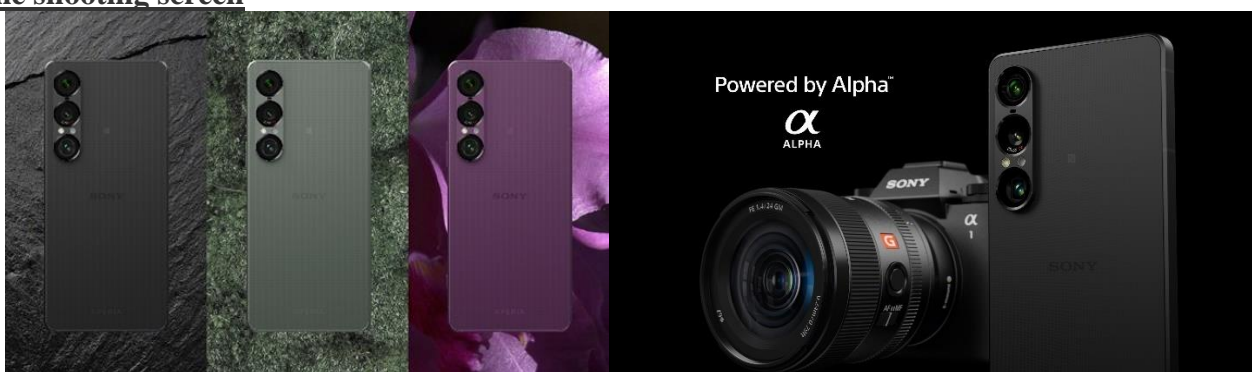
Press Release

Sony Introduces its Latest Flagship Smartphone Xperia 1 VII Capture smooth, steady videos - even when you're not looking at the screen



Hong Kong, May 13, 2025 – Sony today announced its flagship smartphone [Xperia 1 VII](#), designed in collaboration with the engineers of its ‘ α ™ (Alpha™)’ digital cameras, ‘Walkman®’ portable audio players and ‘BRAVIA™’ televisions, and incorporating cutting-edge technologies found in these iconic dedicated Sony devices. AI technologies cultivated in these various fields are included that have been optimised for Xperia™ as ‘Xperia Intelligence’, these enhance the experience of its camera capabilities, audio, and viewing. For example, Xperia 1 VII offers a totally new camera experience for smartphones, new features named ‘AI Camerawork’ and ‘Auto Framing’ allow you to capture stable and framed composition videos even when you take your eyes off the shooting screen.

A camera feature that allows you to shoot with a stable composition without having to focus on the shooting screen

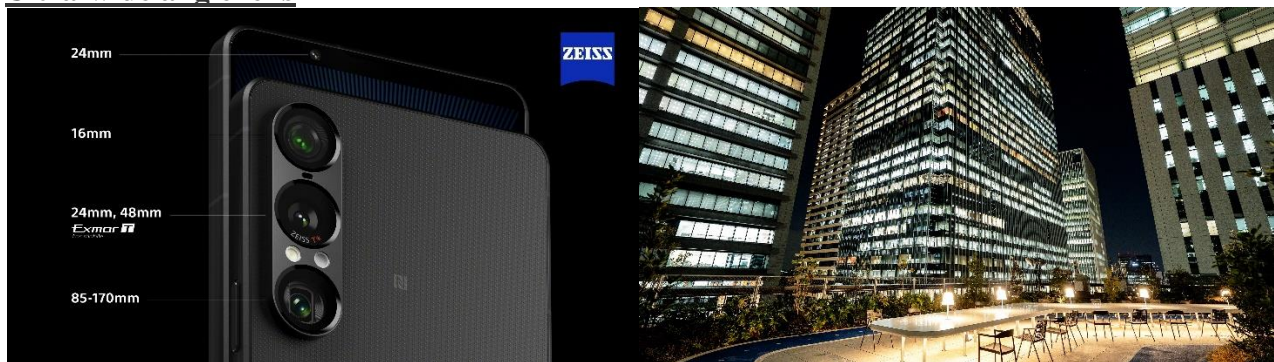


New features: ‘AI Camerawork’¹ and ‘Auto Framing’²

The new ‘AI Camera Work’ feature helps to create pro level stable and framed videos, keeping the subject fixed in the centre of the composition, even in situations where you’re walking around while filming a moving subject. This is achieved through powerful image stabilisation and posture

estimation technology, ensuring the subject's position remains consistent³ so that professional-looking video is possible for even the most novice camera users. Additionally, 'Auto Framing' uses AI to track the subject and automatically crops the shot to centre it on the screen⁴. When filming a moving subject, you can simply point the camera roughly at the shooting subject and it will automatically capture it without you having to chase it yourself. This Auto Framing allows you to take two types of videos: one showing the whole scene and another cropped to focus on the a close-up of the subject.

Ultra-wide angle lens



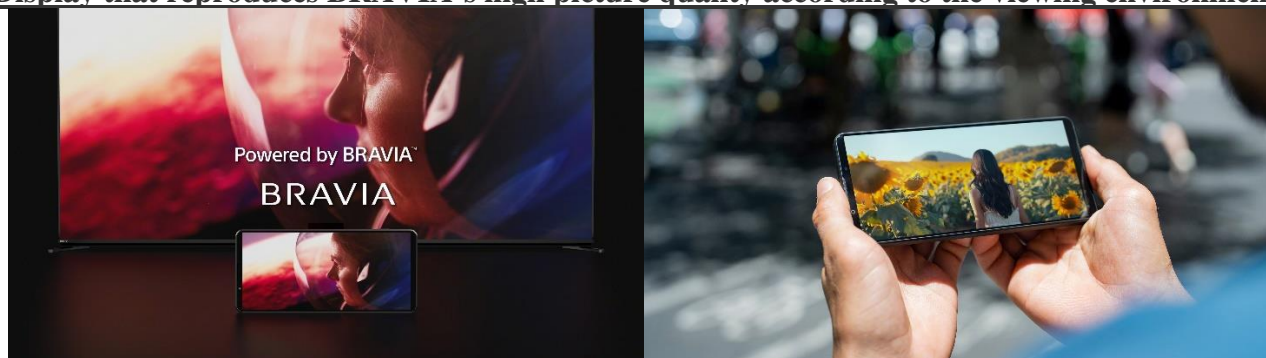
Xperia 1 VII has three rear cameras that feature a new 16mm⁵ ultra-wide-angle lens equipped with a larger 48MP 1/1.56-inch sensor, approximately 2.1 times larger than the previous model, allowing for clear night shots equivalent to full-frame cameras, with low noise and wide dynamic range⁶. It has minimal distortion and can also capture close-up shots from about 5cm away for incredible macro photography. The wide-angle lens offers 24mm/48mm (equivalent to 2x optical zoom)⁷ and is equipped with the 'Exmor T for mobile' image sensor, which also has excellent low-light performance. Thanks to this excellent image sensor, high-quality footage with bright and clear video is possible even when cropping the image using AI Camerawork and Auto Framing. Additionally, the telephoto lens provides optical zoom from 85mm to 170mm⁸, allowing for high-resolution images of distant subjects.

Xperia's best sound quality to date, inheriting the DNA of Walkman



In addition to a circuit design focused on sound quality, new components proven for their excellence in Walkman devices have been incorporated. This significantly enhances the sound quality when connecting wired headphones, achieving clarity as if listening on a dedicated music player. Furthermore, not only the wired but also wireless connection, the high-quality enhancement technology 'DSEE Ultimate™' utilises AI to allow even compressed streaming audio sources to be enjoyed with immersive, high-quality sound. The full-stage stereo speakers of Xperia, known for their sound quality, have undergone further adjustments to deliver even clearer sound across the entire frequency range, from high to low.

Display that reproduces BRAVIA's high picture quality according to the viewing environment



To improve the viewing experience in bright conditions, an additional light sensor has been added to the back of the device which enables the adjustment of brightness and colour best suited to the conditions. Whether outdoors in bright sunlight or indoors in dim lighting, it accurately recognises the surrounding brightness and adjusts to the optimal brightness, color gamut, and color temperature for the environment. Outdoors, the combination of an improved peak brightness display panel and 'Sunlight Vision' that enhances visibility under direct sunlight, provides a comfortable viewing experience.

High performance powered by the latest chipset and a battery that supports two days of active use



Equipped with Qualcomm's latest chipset, the Snapdragon[®] 8 Elite, the NPU, CPU, and GPU have each been improved by over 40%⁹, meaning fast AI processing is supported during shooting and high-performance gaming environments while reducing battery consumption. Additionally, when "Processing Optimization" is turned on, it achieves up to 10%¹⁰ power savings for specific uses such as social media, web browsing, and online video viewing and enable two days of active use¹¹. Furthermore, this device supports up to four OS version upgrades¹² and six years of security updates¹³, allowing for comfortable use over an extended period.

Consideration for the environment and accessibility

Xperia 1 VII includes accessibility features for camera use, such as a function that provides horizontal measurement information on the shooting screen through sound and vibration. The Android 'TalkBack' feature incorporates unique Sony enhancements for ease of use such as reading the menu in order of usage frequency allowing users to quickly access the features they use most often. Additionally, the product box and internal tray use Sony's Original Blended Material¹⁴, an environmentally conscious paper material, achieving a completely plastic-free packaging solution¹⁵. Furthermore, approximately 84%¹⁶ of the materials used for some components inside and outside the device include environmentally conscious plastics such as SORPLAS[™] which consists of recycled and plant-based

resins.

Style Cover with Stand for Xperia 1 VII (XQZ-CBFS)

A dedicated cover for the Xperia 1 VII (sold separately) is also available and comes with a stand cleverly positioned to be usable in both vertical and horizontal orientations. The cover features both a grip and stand, making it easy to hold and provides stable shooting when combined with the included ring strap. The cover is available in three colors¹⁷ that match the device. Additionally, the dedicated cover uses approximately 78% environmentally conscious resins, including SORPLAS.

Pricing and Availability

Xperia 1 VII will be available from 23 May 2024, price at HK\$10,199 for 256GB and HK\$10,999 for 512GB.

Pre-order offer

From 13 May, the **Xperia 1 VII** is available for pre-order at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Details of the special offers are as follows:

Model	Pre-order Period	Premium*	Limited Time Offer [#]	Existing Xperia User upgrade offer [^]
Xperia 1 VII	From 13 to 22 May 2025	<ul style="list-style-type: none">Style Cover with Stand (worth HK\$290)	<ul style="list-style-type: none">Hong Kong Ocean Park Adult Standard Ticket x 2 (worth HK\$996) OR <ul style="list-style-type: none">Supermarket Coupons worth HK\$800 OR <p>Addition of HK\$699 upgrade to: WH-1000XM5 Wireless Noise Cancelling Headphones [Black] (retail price at HK\$3,190)</p>	Supermarket Coupons worth HK\$500

* Limited quantity while stock last, promotion period until May 22, 2025
Customers need to complete the Xperia 1 VII gift redemption registration online and redeem at the gift redemption center before June 15. For details, please visit https://www.sony.com.hk/campaigns/store_promo/#xperia. Staff will check the warranty record at My Sony and Sony reserves the right to make final decision to change the terms and conditions of the offer.
[^] Applicable to Xperia 1, Xperia 5, Xperia 10 and Xperia PRO-I warranty holders

A product announcement video on the new Xperia 1 VII can be viewed [HERE](#).

Full product video can be viewed [HERE](#).

For detailed product information, 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>.

¹ Compatible with ultra-wide and wide-angle lenses

² Compatible with ultra-wide and wide-angle lenses

³ Depending on the situation, there may be instances where a subject other than the intended one is locked or framed. In such cases, please specify the intended subject again.

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⁵ 35mm equivalent

⁶ In terms of noise resistance performance and dynamic range for still images in lighting environments of LV (Light Value) 2 or less. Comparison with our digital camera equipped with a full-frame sensor. JPEG images only.

⁷ 35mm equivalent

⁸ 35mm equivalent

⁹ Comparison with Xperia 1 VI

¹⁰ When 'Processing Performance Optimization' is turned ON, the effect of power consumption reduction may vary depending on the type of app, its state, and the content being displayed.

¹¹ The test assumes a usage scenario based on the standard battery usage profile of Xperia™ users, where internet browsing, video viewing, gaming, and other functions are used for 360 minutes per day (with 1080 minutes of standby time). This indicates that the battery will last for 48 hours of use. Actual battery life may vary depending on usage conditions and environment.

¹² Up to four upgrades to the latest OS will be applied starting from the time of release. The number of upgrades may vary depending on the timing of the purchase.

¹³ Security updates will be applied for up to six years from the time of release. The duration of support may vary depending on the timing of the purchase.

¹⁴ Individual packaging refers to the product box, the tray inside the box, packaging materials, and the sleeve. Materials used for coatings and adhesives are excluded.

¹⁵ The recycling rate is calculated based on weight ratio (environmentally friendly resins = recycled materials and plant-based resins, excluding electrical components and fiberglass).

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¹⁷ Colours and availability will differ depends on the region.