

SONY

Press Release

Sony Announces the Launch of Xperia 1 VIII with Newly Integrated AI for Better Photos Every Time

- New AI Camera Assistant suggests¹ creative color tones, lens options, and bokeh expressions tailored to subjects and scenes to enable users to choose their preferred creative shooting style / enhance creative expression.
- Features a new, more powerful Telephoto camera equipped with new 1/1.56-inch sensor for stunning shots in any light conditions.²
- A new fresh ORE design using natural textures, available in four distinctive colors inspired by raw gemstones.



Hong Kong, May 13, 2026 –Sony today announces the launch of its latest flagship smartphone '[Xperia 1 VIII](#)'. Featuring the new AI Camera Assistant powered by Xperia Intelligence, which leverages AI technology to enhance photography by suggesting helpful camera settings such as color tones, lens selection, and bokeh effects which are optimized depending on the scene and subject. The new telephoto camera is equipped with a 1/1.56-inch image sensor, approximately four times larger than that used in the Xperia 1 VII, enabling improved delicate and highly detailed shots of distant subjects. All three of its cameras (16mm / 24mm / 70mm)³ deliver low-light performance comparable to that of a full-frame sensor in terms of noise reduction and dynamic range⁴, allowing for clear imaging even in dark environments.⁵

With the introduction of Xperia 1 VIII, Sony aims to support the joy of everyday photography and creation by enabling customers in their drive to capture better photos.

Improved Photography Experience Thanks to the New AI Camera Assistant and Telephoto Camera

The new AI Camera Assistant powered by Xperia Intelligence is designed to make photography even more enjoyable. By simply pointing the camera at your subject, it automatically recognises the scene by combining various factors such as the subject itself and weather conditions to suggest different options for your image that include colour tones, lens effects and bokeh expressions. These recommendations are based on Creative Look that reflect Sony's unique imaging philosophy cultivated through Alpha™. With a simple tap on the suggestion, you can effortlessly achieve your desired creative expression⁶.



In addition, the telephoto camera is equipped with a 1/1.56-inch image sensor that is approximately four times larger than that of the previous model⁷, delivering clear and detailed images even in low-light conditions. Furthermore, RAW multi-frame processing is applied to all lenses, simultaneously expanding dynamic range (HDR) and performing noise reduction in low-light conditions. This method effectively suppresses highlight clipping and shadow crushing, improving color reproduction accuracy in high-contrast scenes. Fine details with clear, sharp edges are faithfully preserved in both bright and dark areas. In addition, noise is reduced even in low-light environments, ensuring clear and crisp images.

Redesigned and Crafted to Inspire

The stunning new ORE design is inspired by natural materials with color inspiration for the four new choices originating from raw gemstones, Graphite Black, Iolite Silver, Garnet Red, and Native Gold⁸. By incorporating a camera design that makes use of the new telephoto camera, along with newly developed processing applied to the materials used throughout the sides, back, and overall body, a unified and cohesive design has been achieved. Subtle surface textures provide a comfortable feel in the hand and enhanced grip. Xperia 1 VIII retains the famous dedicated camera shutter button which offers a photography experience similar to a dedicated camera, plus the 3.5mm audio jack continues to support high-quality audio using wired headphones, offering exceptional sound quality inherited from WALKMAN[®] DNA.



Advanced Full-Stage Stereo Speakers Deliver a Powerful, Immersive Sound Experience

Xperia 1 VIII is equipped with newly developed identical left and right speaker units, delivering to deliver further advances in stereo performance. These speakers produce deeper bass and more extended high frequencies, while creating a wider and deeper soundstage. Voices and instruments are reproduced

with greater clarity and richness, making music performances and movie scenes feel as though they are unfolding right in front of you for an immersive and engaging audio experience.

Peak Performance Combined with up to Two-Days Battery Life⁹

Powered by Qualcomm's Snapdragon[®] 8 Elite Gen 5 Mobile Platform¹⁰, Xperia 1 VIII has improved processing speed and increased performance by 20%¹¹. From lightning-fast app launches and seamless multitasking to captivating gameplay and responsive content creation, this powerhouse platform delivers next-generation speed, performance, and efficiency.

The long battery life of up to two-days¹¹ and 4 years of healthy battery⁸ can be enjoyed worry free so you can create, enjoy and relax with the reassurance you won't easily run out of charge when out and about.

In addition to everyday activities such as browsing social media and websites, Processing Optimization¹² has also been newly applied to the usage of map apps with high power consumption, achieving further reductions in overall power usage.

A Case Designed to Protect and Harmonise

The Xperia 1 VIII can be protected with the optional case¹³, which features a translucent material designed to enhance the device's ORE-inspired design. It also features a convenient built-in stand that supports both vertical and horizontal positioning, providing comfortable provision for video viewing. Additionally, the material is resistant to yellowing, maintaining its optimum appearance over time.

Pricing and Availability

Xperia 1 VIII will be available from 13 May 2026, price at HK\$12,099 for 256GB, HK\$12,899 for 512GB. Exclusively in Sony Store, the Native Gold 1TB version will be available at HK\$15,899.

Pre-order offer

From 13 May to 19 May, the **Xperia 1 VIII** 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 [#]	Xperia to Xperia offer [^]
Xperia 1 VIII	From 13 to 19 May 2026	<ul style="list-style-type: none"> New Design Phone Case (worth HK\$290) 	Addition of HK\$799 upgrade to: <ul style="list-style-type: none"> WF-1000XM6 Wireless Noise Cancelling Headphones [Black/White] (retail price at HK\$2,599) OR <ul style="list-style-type: none"> Supermarket Coupons worth HK\$1000 	Supermarket Coupons worth HK\$500

* Limited quantity while stock last, promotion period until May 19, 2026

[#] Customers need to complete the Xperia 1 VIII 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 VIII 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 Electronics Solutions Company

Hong Kong Electronics Solutions Company (HKESC), 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 Suggestions may not be available depending on the shooting environment, subject, or scene.

² Accuracy of the feature may vary according to environmental circumstances and settings. Some performance restrictions may apply.

³ 35mm equivalent

⁴ Based on comparisons with Sony digital cameras equipped with full-frame sensors, evaluating still image noise performance and dynamic range under lighting conditions of LV (Light Value) 2 or lower.

⁵ limited to still images

⁶ This feature may not be available under certain shooting conditions or settings, including continuous shooting or RAW capture.

⁷ Comparison with Xperia 1 VII

⁸ Color availability may vary by market, variant or sales channel

⁹ 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.

¹⁰ Snapdragon and Qualcomm branded products are products of Qualcomm Technologies, Inc. and/or its subsidiaries. Snapdragon is a trademark or registered trademark of Qualcomm Incorporated.

¹¹ Based on simulations of repeated USB charging and discharging with the same type of battery. Battery health depends on usage.

¹² The effect of power consumption reduction may vary depending on the type of app, its state, and the content being displayed.

¹³ Sold separately