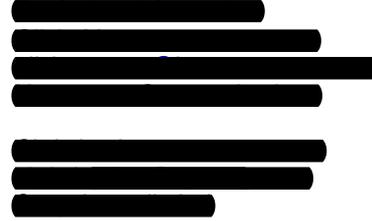


# SONY

For Immediate Release



**Sony announces new addition to acclaimed line of Cyber-shot RX cameras**  
*New compact RX100 V model boasts world's fastest AF speed<sup>i</sup>, most AF Points and fastest continuous shooting<sup>j</sup> for a compact camera<sup>i</sup>*



**Sydney, 7 October 2016** – Sony today announced a new flagship model for its popular Cyber-shot RX100 series of compact cameras, **the RX100 V** (model DSC-RX100M5).

This exciting new camera brings a new level of AF performance and speed to today's compact camera market. It's Fast Hybrid AF system offers the world's fastest AF acquisition<sup>i</sup> at 0.05 seconds<sup>ii</sup>, and world's highest number of AF points on sensor<sup>i</sup> with 315 points covering approximately 65% of the frame. The camera can also shoot continuously at speeds of up to 24 fps<sup>iii</sup> – the world's fastest for a compact camera<sup>i</sup> – at full 20.1 MP (approx. effective) resolution with AF/AE tracking for up to 150 continuous shots<sup>iv</sup>.

The **RX100 V** is equipped with a newly developed 1.0-type stacked Exmor RS CMOS sensor with a DRAM chip, a ZEISS Vario-Sonnar T\* 24-70 mm<sup>v</sup> F1.8 – 2.8 large aperture lens and an enhanced image processing system with a new front-end LSI chip that maximises processing speed, expands the memory buffer and optimises image quality, in particular at high ISO settings. The camera also features 4K video recording with full pixel readout and no pixel binning<sup>vi</sup>, and super slow motion recording at up to 1000 fps<sup>vii</sup> with extended recording time and more.

### **Fast Focusing, Fast Shooting**

A first for Sony's RX100 series of cameras, the new **RX100 V** model features a Fast Hybrid AF system that combines the respective advantages of focal-plane phase detection AF and contrast detection AF, and ultimately enables the camera to lock focus in as little as 0.05 seconds.<sup>ii</sup> This high speed focusing is a perfect complement to the 315 dedicated AF points that cover 65% of the sensor, and ensures that shooters will be able to capture their intended subject with high speed and accuracy, even if it's moving rapidly in unpredictable directions.

Additionally, processing speed has been greatly enhanced through the addition of a front-end LSI that perfectly supports the camera's BIONZ X image processing engine. These two components combined with the powerful AF system allow the camera to shoot continuously at speeds of up to 24 fps<sup>iii</sup> at full 20.1 MP (approx. effective) resolution for up to 150 shots<sup>iv</sup> with AF/AE tracking. Viewfinder blackout between shots has also been minimised in this high-speed shooting mode, which greatly improves photographers' ability to follow fast action and capture the decisive moment. Silent shooting is also available in these high-speed modes.<sup>vii</sup>

Other advancements to AF performance on the new **RX100 V** include the addition of AF-A mode, which allows the camera to automatically switch between continuous and single-shot AF modes. Users can manually select if they'd like the continuous AF and phase detection AF areas to be displayed live on screen while they are framing a shot.

The **RX100 V** has a high speed Anti-Distortion Shutter (maximum speed of 1/32000 second) that minimises the "rolling shutter" effect commonly experienced with fast moving subjects. This fast shutter speed also allows the camera to capture sharp, crystal clear images with a wide open aperture at brightness levels up to EV19.<sup>viii</sup> Shooting at wide aperture with the fast shutter speed allows photographers and videographers to capture beautiful content with sharply focused subjects and defocused backgrounds under some of the most difficult, bright lighting conditions.

New on the **RX100 V**, users can freely select the initial magnification ratio when shooting in a mode with Focus Magnifier, and can select between "focus point" and "centre of display" for the location of Focus Magnifier.

### **Professional Movie Functionality**

The pocket-friendly **RX100 V** is packed with a variety of video capabilities that will satisfy even the most demanding video enthusiasts.

With Fast Hybrid AF, the focal plane phase detection AF sensor ensures accurate focusing and tracking performance, even for the severe focusing requirements of 4K movie shooting. AF drive speed and AF tracking sensitivity can also be adjusted via the menu system, giving shooters plenty of flexibility based on their focusing preferences.

In 4K mode<sup>vi</sup>, the new **RX100 V** utilises full pixel readout without pixel binning to ensure that all the finer details of 4K video are captured with minimal moire and 'jaggies'. These high-quality results are achieved through use of the XAVC S codec, which records video at a high data rate of up to 100 Mbps during 4K recording and 50 Mbps during full HD shooting<sup>ix</sup>.

Additional professional grade video features include Picture Profile, S-Log2 /S-Gamut, 100p HD Full HD mode and more. Users also have the ability to manually select a frame from a recorded movie and save it as a still image file of approximately 8 MP during 4K shooting or 2 MP during HD shooting.

The **RX100 V** is able to record super-slow motion video<sup>x</sup> at up to 40x slower than the standard rate, and can do this for about twice as long as the RX100 IV model. This extended time allows users to capture a series of high-speed, fleeting moments of action with incredible detail, resolution and clarity.

Prior to shooting, users will have the ability to choose among 1000fps, 500fps and 250fps frame rates and among 50p and 25p playback formats to optimise the recording to fit the speed of the moving subject, with the option to use the movie record button as a 'start trigger' to begin recording once the button is pressed or 'end trigger' to record footage up until the button is pressed again.

### **Pocket-Friendly Design, Premium Performance**

The new **RX100 V** maintains the convenient pocket-sized design of the RX100 family and is equipped with a high-contrast 2.35 million dot XGA OLED Tru-Finder, ensuring true-to-life image preview and playback functionality. The EVF conveniently retracts in and out of the camera body based on user preference, and features optics with ZEISS T\* Coating.

The new camera is also Wi-Fi and NFC compatible and can access Sony's growing range of PlayMemories Camera Applications. Learn more at [www.sony.net/pmca](http://www.sony.net/pmca).

Another convenient addition is the ability for users to freely set the leading three characters of saved file names for easier sorting and organisation.

There will also be a new underwater housing (model **MPK-URX100A**) that will be available as a separate accessory for the **RX100 V** and all other RX100 series cameras. Designed exclusively to fit the RX100 cameras, the housing features a depth level of 40m/130ft.

### **Pricing and Availability**

The new Sony Cyber-shot **RX100 V** (model DSC-RX100M5) compact camera will be available in Australia from late October.

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**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au). For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email [sony.sales@directed.com.au](mailto:sony.sales@directed.com.au).

**Images:** Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Hausmann Communications at [sony@hausmann.com.au](mailto:sony@hausmann.com.au).

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<sup>i</sup> Among fixed lens digital cameras with 1.0-type sensor. As of October 2016 press release, based on Sony research.

<sup>ii</sup> CIPA standard, internal measurement, at f=8.8mm (wide telephoto), EV4.7, Program Auto, Focus mode: AF-A, AF area: Wide

<sup>iii</sup> With "Continuous shooting mode: Hi".

<sup>iv</sup> With "Continuous shooting mode: Hi" and "Image quality: Fine".

<sup>v</sup> 35mm equivalent

<sup>vi</sup> Continuous recording is available for approx. 5 minutes. The duration available for the shooting may change according to shooting conditions.

<sup>vii</sup> Silent shooting can be activated via "Shutter type: Electronic" and "Audio signals: Off".

<sup>viii</sup> Using built-in ND filter.

<sup>ix</sup> An SDHC/SDXC memory card with a Class 10 or higher speed rating is required for XAVC S recording and UHS Speed Class 3 is required for recording at 100Mbps

<sup>x</sup> Sound cannot be recorded when shooting slow motion. An SDHC/SDXC memory card of Class 10 or higher is required.