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## For Immediate Release

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### **Full-frame power in the palm of your hand**

*Cyber-shot™ DSC-RX1 from Sony is world's first<sup>1</sup> compact camera with 35mm full-frame 24.3 effective megapixel sensor*

**Sydney, 12 September 2012** – With the new Cyber-shot™ DSC-RX1 photo enthusiasts can explore the creative possibilities of full-frame imaging with a compact digital camera that fits easily in the palm of your hand.

The extraordinary new Cyber-shot™ DSC-RX1 from Sony realises the dream of photographers everywhere. Just 482g (with battery and memory card), it packs a 35mm full-frame sensor and wide aperture F2 fixed-focal lens into a camera body that's perfectly proportioned for travel and street photography as well as portraits and day-to-day shooting.



The RX1 includes the following features:

- Full-frame imaging from a compact camera that's drastically smaller and lighter than any full-frame DSLR
- Exmor™ CMOS sensor with approximately 24.3 effective megapixels for flawless, detail-packed photos and Full HD video
- Carl Zeiss Sonnar T\* 35mm F2 prime lens with Macro mode for 20cm minimum focusing distance
- Extremely wide sensitivity range from ISO 100–25600
- Intuitive manual controls with aperture and focus mode dial
- New Multi Interface shoe compatible with optional flash, electronic viewfinder, optical viewfinder and clip-on LCD monitor

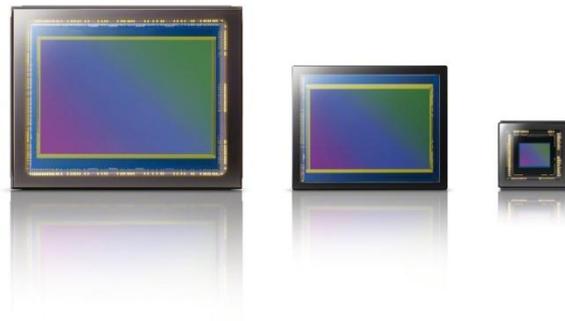
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<sup>1</sup> Among compact digital still cameras. According to Sony research, as of September 12, 2012.

Far smaller and lighter than any full-frame DSLR, the Cyber-shot™ RX1 offers superb imaging quality that has previously been the domain of high-end professional DSLR cameras. The unified lens/body design assures razor-sharp alignment of the sensor and optical components. This brings out the full potential of the lens to deliver unprecedented image quality, right to the very edges of each frame. Full manual control options are complemented by effortlessly intuitive operation, making it easy for enthusiasts to realise their creative vision without sacrificing portability or operating comfort.

In a world first<sup>2</sup> for digital compact cameras, the Cyber-shot™ RX1 features a 35mm full-frame Exmor CMOS sensor. With an effective resolution of 24.3 megapixels, it's more than two times larger than the APS-C sensors inside much bulkier DSLR cameras. Capable of resolving the finest image details and subtle textures, the full-frame sensor assures crispy image quality, rich colours and an impressively broad dynamic range.

The large sensor size also helps boost the camera's sensitivity range to a generous ISO 100 – 25600. Sensitivity can be adjusted as low as ISO 50 in expanded mode<sup>3</sup>. Similarly, ISO settings as high as 102400 can be achieved using Multi Frame Noise Reduction. This allows the Cyber-shot™ RX1 to capture natural, low noise handheld images in near-dark conditions without needing flash.



Complementing the full-frame sensor is a fast, bright Carl Zeiss Sonnar T\* lens with a fixed focal length of 35mm – a versatile choice for portraits, street photography and everyday shooting. Derived from the German word “*Sonne*” (“sun”), the Sonnar name reflects the ability of the lens to capture as much light as possible. This premium lens features newly designed optics including an Advanced Aspherical (AA) glass element. This contributes to the camera's compact, palm-sized dimensions while keeping the extremely high performance of the lens.

The lens' wide F2 maximum aperture and 9-bladed circular aperture enable beautiful ‘bokeh’ (defocus) effects to rival professional-class DSLR camera lenses. A macro switching ring on the lens barrel instantly shortens minimum focusing distance to just 20cm (from image plane), making the Cyber-shot™ RX1 ideal for capturing small close-up subjects with exquisite detail.

Data from the Exmor CMOS sensor is handled by the evolved BIONZ engine that also powers full-resolution burst shooting at up to 5 frames per second. The BIONZ processor can output image data

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<sup>2</sup> Among compact digital still cameras. According to Sony research, as of September 12, 2012.

<sup>3</sup> Recordable dynamic range is reduced at sensitivity levels below ISO100.

in 14-bit RAW format, giving advanced users immense freedom over developing, post-processing and managing RAW files to match their personal creative vision. Despite the camera's extraordinarily compact dimensions, photographers are offered a virtually limitless palette of options for creative expression. The Cyber-shot™ RX1 offers a full range of manual control modes, just as you'd expect from a no-compromise DSLR camera.

Dedicated lens rings allow fingertip control of focus and aperture, while a DSLR-style focus mode dial on the front of the camera allows easy switching between focus modes. Top-mounted exposure compensation and mode dials are ergonomically placed for easy operation, while custom function and AEL buttons fall comfortably to hand without interrupting your creative flow.

Accessed via the camera's pro-style control dial and cross keys, Quick Navi mode allows fast, intuitive adjustment of camera settings which is ideal when using the camera with an optional viewfinder. As a further enthusiast-oriented touch, there's a



memory recall (MR) mode that allows storage and instant recall of up to three sets of camera settings. Other refinements include a MF Assist function that magnifies a portion of your image to simplify fine focus adjustments. There's also a pro-style Peaking function that highlights sharply-focused areas of the image on screen. Adding the optional FDA-EV1MK electronic viewfinder kit allows even greater manual focusing precision.

By Pixel Super Resolution Technology allows magnification of image size without sacrificing pixel count, maintaining far higher quality than is achievable with a conventional digital zoom. There's also a Smart Tele-converter function that crops a central portion of the image sensor, boosting effective magnification by 1.4x or 2x. Thanks to the full-frame sensor's extremely high pixel count, even zoomed and cropped images maintain generous amounts of fine detail when blown up at large print sizes. In addition to flawless stills, the Cyber-shot™ RX1 can capture high-quality, low-noise Full HD movie footage at a choice of 50p/60p or 25p/24p (progressive) frame rates. 24p recording enables the Cyber-shot RX1 to transform everyday scenes into film-like movies. It's easy to record beautifully atmospheric video in very low lighting, such as at dusk. There's a full complement of PASM exposure modes to give photographers absolute creative flexibility during video shooting.

Artistically ambitious photographers can fine-tune images with a choice of 13 Creative Styles, plus a wide range of inspiring 'PC-free' Picture Effect treatments.

Even wider compositional possibilities are offered by Auto HDR and D-Range Optimiser, bracket shooting (Exposure, DRO or White Balance) and Auto HDR shooting modes. There's also a Digital Level Gauge that indicates camera pitch and camera roll on the LCD screen for straight, even horizons and architectural shots.

The Cyber-shot™ RX1 is accompanied with a range of dedicated optional accessories to enhance the camera experience. The optical viewfinder (FDA-V1K) adds functionality and style with Zeiss optics. Also available are an electronics viewfinder (FDA-EV1MK), customized jacket case (LCJ-RXB), lens hood (LHP-1) and a thumb grip (TGA-1) for comfortable handling.



Shooting possibilities for stills and video are further broadened by the camera's Multi Interface shoe<sup>4</sup> that accepts a growing range of accessories options including a powerful flash (HVL-LE1), clip-on LCD monitor (CLM-V55) and many more.

The Cyber-shot™ RX1 comes preinstalled with PlayMemories Home (Lite Edition) software, allowing easy image transfers to a PC for managing, editing and printing. Available for free download, a full version of PlayMemories Home adds movie editing and disc burning. Also available as a free download, PlayMemories Studio allows game-like editing of photos and videos on PlayStation®3.

The new Cyber-shot™ RX1 full-frame digital compact camera will be available in Australia from November for SRP\$2,999 inc. GST at Sony Centre stores, sony.com.au and other Sony authorised retailers.

**ENDS**

### **Specifications Sheet**

<b>Model</b>	<b>DSC-RX1</b>
<b>Image Sensor</b>	35mm full-frame (35.8mm x 23.9mm) Exmor CMOS Sensor, aspect ratio 3:2

<sup>4</sup> The Cyber-shot™ RX1 is equipped with Sony's newly-developed Multi Interface shoe. This is capable of accommodating various accessories for photo and movie shooting such as flash and microphones, while drawing power from the camera. It is also compatible with Sony accessories that use the standard ISO 518 accessory shoe. The Multi Interface shoe was developed as a common shoe for imaging products by Sony – such as digital still cameras, digital video cameras and interchangeable lens cameras – promoting compatibility among accessories and offering an enhanced shooting experience for users.

	(Effective resolution) Approx. 24.3 megapixels (Gross resolution) Approx. 24.7 megapixels
<b>Lens</b>	Carl Zeiss Sonnar T*, 8 elements in 7 groups (3 aspherical elements including AA lens); maximum aperture F2; focal length = 35mm (Still Image 3:2)
<b>Zoom</b>	Clear Image Zoom (still image): 2x Digital Zoom (still image): 24M approx. 4x / 10M approx. 6.1x / 4.6M approx. 9.1x
<b>Screen</b>	7.5cm (3.0 type) (4:3) / 1,229,000 dots / Xtra Fine / TFT LCD
<b>Image stabilisation</b>	Electronic type (for movie)
<b>Focus Type</b>	Contrast detection AF
<b>Focus modes</b>	Single-shot AF (AF-S) / Continuous AF (AF-C) / Direct Manual Focus (DMF) / Manual Focus (MF)
<b>Focus area</b>	Multi point AF (25 points) / Centre weighted AF / Flexible spot / Flexible spot (tracking focus) / Flexible spot (face tracking)
<b>Light Metering Mode</b>	Multi segment / Centre weighted / Spot
<b>White Balance Mode</b>	Auto/Daylight/Shade/Cloudy/Incandescent/Fluor (Warm White)/Fluor (Cool White)/Fluor (Day White)/Fluor (Daylight)/Flash/C. Temp./C.Filter/Custom
<b>Shutter Speed</b>	Program Auto (30-1/2000) / Aperture Priority (30-1/2000) / Shutter Priority (30-1/2000) / Manual (Bulb, 30-1/2000)
<b>Sensitivity (still image)</b>	ISO 100-25600 (1/3 EV step, expandable to ISO 50/64/80) Auto: ISO 100-25600, selectable with upper / lower limit Multi Frame NR: Auto (ISO 100-25600, selectable with upper / lower limit), 100-102400 (1EV step)
<b>Continuous shooting</b>	Speed Priority Continuous Mode: Approx.5 fps Continuous mode: 2.5 fps (AF-S)
<b>Image Control</b>	Creative Style, Quality (RAW/RAW&JPEG/Extra fine/Fine/Standard), Long Exposure NR (On/Off), High ISO NR (Normal/Low/off), Multi Frame NR
<b>Shooting modes</b>	Program Auto (Program shift available), Aperture Priority, Shutter Priority, Manual, MR (Memory Recall) 1 / 2 / 3, Movie, Sweep shooting, Scene Selection, Intelligent Auto
<b>Creative Style modes</b>	Standard / Vivid / Neutral / Clear / Deep / Light / Portrait / Landscape / Sunset / Night Scene / Autumn Leaves / Black & White / Sepia
<b>Picture Effect modes</b>	Toy Camera, Pop Colour, Posterisation, Retro Photo, Soft High-key, Partial Colour, High Contrast Monochrome, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature, Watercolour, Illustration
<b>Flash</b>	GN6 (in metres at ISO 100); Flash modes Auto/Fill-flash/Slow Sync/Rear Sync/Off/Wireless
<b>Other Shooting functions</b>	Smart Teleconverter (approx. 1.4x / 2x), Face Detection, Face Registration, Smile Shutter, Quick Navi, Grid Line, Digital Level Gauge (pitch and roll), Exposure Bracketing, White Balance Bracketing, DRO Bracketing, Flash Bracketing, Peaking, MF Assist, Auto Portrait Framing
<b>Recording format</b>	Still Image: JPEG, RAW (Sony ARW 2.3 format) Movie: AVCHD Ver.2.0, MP4

**About Sony:** With a diverse portfolio of businesses across electronics, music, film, gaming and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA™ TVs, Cyber-shot™ digital cameras, Handycam camcorders, "α" (pronounced Alpha) digital SLR cameras, Walkman MP3 players, VAIO™ computers, READER™ eBook Readers as well as HD professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au/corporate](http://www.sony.com.au/corporate).

**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).

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

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