

## **Always in focus: New $\alpha$ 77 II keeps shots razor-sharp with record-breaking 79-point autofocus system**

- **New A-mount camera with world's highest phase-detection AF point count[1] – 79 points[2] with 15 cross points**
- **Translucent Mirror Technology delivers ultra-fast, intelligent AF tracking and up to 12 fps burst of up to 60 full-resolution frames[3]**
- **24.3 megapixel[4] Exmor CMOS image sensor delivers wide ISO 100-25600 sensitivity range**
- **Tough magnesium alloy body with dust- and moisture-resistant seals**
- **BIONZ X processor for pro-quality images and Full HD 50p video**
- **NFC/Wi-Fi for one-touch sharing and remote control by mobile**

**Sydney, 1 May 2014** – From dynamic sports to the sudden flutter of a startled bird, the new  $\alpha$ 77 II stays locked right on target, frame after crisply-focused frame.

Building on the heritage of Sony's much-loved original  $\alpha$ 77 and  $\alpha$ 700, the  $\alpha$ 77 II gives advanced amateurs a set of exciting enhancements in a tough, weather-resistant body that's up to any challenge.

Image quality is boosted with a sensitivity increase of approximately 20 per cent compared to the  $\alpha$ 77, for flawless, exquisitely-detailed stills and Full HD video, even in low light. Non-stop continuous burst shooting stamina is enhanced and there is a range of pro-friendly new video functions for movie makers.

Best of all, the  $\alpha$ 77 II rips up the rule book with an advanced phase detection autofocus system. With approximately 2x wider coverage area than the previous  $\alpha$ 77 model, it outpaces the AF capabilities of many professional cameras.

### **New-generation 79 point phase detection AF system**

For the first time ever, the  $\alpha$ 77 II features no less than 79 autofocus detection points, including 15 cross points in the critical central area of the sensor. This aids super-accurate focusing, even with horizontally-striped subjects that confuse many other cameras.

There's also a dedicated F2.8 central AF point. This sensor supports apertures up to F2.8, ensuring maximum AF precision when using large-aperture lenses. The AF system also performs well in low light, accurately locking onto subjects in scenes with illumination levels as low as EV-2 (ISO100), where even the human eye can struggle to discern fine detail.

Vast amounts of data from all 79 focus points are processed by a brand new AF algorithm that's been fine-tuned in extensive field tests. This predicts the subject's next movement, combining AF data together with data on the subject's position. AF precision is further improved when Lock-on AF is used, recognising the subject from its colour as well as its position in the frame.

Whether you're framing through the viewfinder or on screen in Live View mode, Sony's unique Translucent Mirror Technology maintains razor-sharp tracking focus on your subject, whether you're capturing stills or Full HD movies. This powerful new system is less likely to be distracted by other objects – like a rogue balloon moving across your shot at a football match. It performs brilliantly in low-light conditions, capturing crisply-focused images of moving subjects on moonlit nights.

There's a suite of sophisticated new AF functions that make the most of the new 79-point system. Expanded Flexible Spot mode maintains focus even if the selected AF point loses track of the subject, activating eight surrounding AF points that recognise the subject. In combination with AF-C AF mode, this dramatically increases performance with a moving subject.

Lock-on AF mode lets users select one of four AF area modes (Wide, Zone, Flexible Spot or Expanded Flexible Spot). Once its target is acquired, the camera keeps tracking as long as the shutter button remains half-pressed. As the subject moves or framing changes, the camera automatically selects the most appropriate AF point from the 79 available.

For even greater control, the degree of subject-tracking duration can be fine-tuned in five steps (when shooting still images in AF-C mode). With subjects whose movement is predictable, a low setting reduces the risk of the camera focusing on another object suddenly entering the area around the subject. High settings deliver more responsive focusing – ideal when you're rapidly shooting different subjects at different distances, such as wildlife. AF Tracking Duration can also be selected between High, Medium and Low during Full HD movie shooting.

Other new features include an Eye AF function that precisely detects and focuses on the subject's eyes when photographing people. AF Range Control allows AF to be limited to a specified range, with five AF Tracking Duration settings to optimally match the subject's motion. Finally, a Balanced Emphasis mode complements the release priority and focus priority modes by providing the ideal balance between focus and release timing. Users can manually select the most appropriate mode to shoot the situation and their precise creative objectives.

### **24.3 megapixel Exmor CMOS image sensor with improved sensitivity**

A showcase for Sony's world-leading expertise in imaging sensing technology, the 24.3 megapixel Exmor CMOS image sensor features the same gapless on-chip lens structure as used in the acclaimed **α7R** and **α6000**. Thanks to an array of latest-generation imaging innovations, it now offers 20 per cent greater sensitivity than its predecessor, while retaining the same pixel count. Together with flawless image detail, low-noise performance is assured across a wide sensitivity range of ISO 100 to 25600.

The high-resolution sensor is partnered by the same evolved BIONZ X image processor featured in the **α7** and **α7R**. Around three times faster than Sony's previous BIONZ engine and optimised for the **α77 II**, it employs detail reproduction, diffraction-reducing and area-specific noise reduction technologies that contribute to amazing image definition, rich colours and textures with stills and Full HD video.

### **Shoot a continuous burst of 60 full-resolution frames at up to 12 fps**

Continuous shooting stamina outpaces many professional cameras, too. The **α77 II** can capture a non-stop burst of up to 60 full-resolution JPEG images at a maximum continuous shooting speed of approximately 12 frames per second (in Continuous Advance Priority AE mode).

### **Tough enough for serious enthusiasts**

The tough, light magnesium alloy body of the **α77 II** is engineered to withstand the demands of serious enthusiasts in search of that perfect shot. Positive, comfortable handling is enhanced by the large, contoured grip. Dust- and moisture-resistant seals around main buttons and controls are complemented by double-layered protection around all openings including media slot and terminals. In addition, the camera's durable shutter unit is rated for 150,000 activations.

### One-touch wireless connection and smartphone remote control

On-board Wi-Fi allows one-touch connection for easy shot sharing with your Xperia and NFC-compatible Android smartphones and tablets. A single touch also activates Smart Remote Control, linking the camera to your mobile phone enabling you to fire the shutter from a distance.

### Lenses and accessories

Covering focal lengths from wide angle to telephoto, a family of 28 A-mount lenses offers an extensive choice of creative tools for visual expression.

The optional VG-C77AM grip enhances camera operability by offering remarkable holding and operational ease during vertical shooting.

### Pricing and Availability

The α77 II A-mount interchangeable lens digital camera body from Sony will be available in Australia from June 2014 for SRP \$1,499.

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### Specifications Sheet

<b>Key Features</b>		<b>ILCA-77M2</b>
Type		Interchangeable lens digital camera with built-in flash
Lens Compatibility		Sony A-mount lenses, operation with Minolta/Konica Minolta lenses confirmed
Image Sensor	Type	APS-C type (23.5 x 15.6mm), "Exmor" CMOS sensor with primary colour filters offering approx. 24.3 effective megapixels
	No. of pixels (effective)	Approx. 24.3 megapixels
Processor		BIONZ X image processor
Image Quality Modes		RAW / RAW & JPEG / JPEG Extra fine / JPEG Fine / JPEG Standard
Focus system	Type	TTL Phase-detection AF
	Focus point	79 points (15 points cross type) with centre F2.8 sensor*
	Sensitivity range	EV -2 to 18 (at ISO100 equivalent)
	Focus area	Wide/Zone/Center/Flexible Spot/Expanded Flexible Spot/Lock-On AF(Wide/Zone/Center/Flexible Spot/Expanded Flexible Spot)
	AF mode	Single-shot AF (AF-S), Continuous AF (AF-C), Automatic AF (AF-A), Direct Manual Focus selectable
Speed (approx., max.)		Continuous Advance Priority AE: Maximum 12 frames per second
		Continuous shooting Hi: Maximum 8 frames per second
		Continuous shooting Lo: Maximum 3 frames per second
Drive	No. of frame recordable* (approx.)	[Continuous Advance Priority AE mode] Extra fine: 53 images/Fine: 60 images/Standard: 64 images/RAW & JPEG: 25 images/RAW: 26 images
		[Continuous shooting] Extra fine: 56 images/Fine: 75 images/Standard: 93 images/RAW & JPEG: 26 images/RAW: 28 images

ISO Sensitivity Range	Still Image: ISO100 - 25600 (1/3 EV step), (ISO numbers up from ISO50 can be set as expanded ISO range.) AUTO: ISO 100-25600, selectable lower limit and upper limit Movie: ISO100 - 12800 equivalent (1/3 EV step) AUTO ISO 100-12800 equivalent, selectable lower limit and upper limit
HD movie record	Recording format: AVCHD 2.0 / MP4 Video compression: AVCHD:MPEG-4 AVC/H.264 MP4:MPEG-4 AVC/H.264
Electronic Viewfinder	XGA OLED, 1.3 cm (0.5 type) electronic viewfinder (2,359,296 dots effective resolution), with 100% frame coverage, five display modes and grid line display modes.
LCD Monitor	7.5 cm (3.0-type) wide type TFT with WhiteMagic technology. Tilt angle: 150 degrees upward and 180 degrees downward. Rotation angle: 180 degrees clockwise and 90 degrees counter-clockwise.
Anti-dust System	Charge protection coating on image sensor and image sensor shift mechanism
Exposure Modes	AUTO (Intelligent Auto/Superior Auto) / Scene Selection / Sweep Panorama / Continuous Advance Priority AE / Movie (P/A/S/M) / Programmed AE / Aperture priority / Shutter-speed priority / Manual / Memory recall (MR1/2/3)
Exposure Metering System	1200-zone evaluative metering
Shutter Speed	Still images: 1/8000 to 30 sec/Bulb; Movies: 1/8000 to 1/4 (1/3 step), up to 1/60 in AUTO mode (up to 1/30 in Auto slow shutter mode)
Exposure Bracketing	Bracket: Cont./Bracket: Single, With 1/3EV, 1/2EV, 2/3EV, 1.0EV, 2.0EV, 3.0EV increments, 3 /5frames
Media	Memory Stick PRO Duo / Memory Stick PRO-HG Duo / Memory Stick XC-HG Duo / SD memory card / SDHC memory card (UHS-I compliant) / SDXC memory card (UHS-I compliant)
Dimensions (WxHxD)	Approx. 142.6 mm × 104.2 mm × 80.9 mm
Weight	Approx. 647g (body only) Approx. 726g (with battery and Memory Stick PRO Duo)