

SONY

For Immediate Release

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Sony's new RX10 IV combines lightning fast AF and 24 fps continuous shooting with versatile 24-600mm F2.4-F4 zoom lens



- *World's Fastest¹ AF Speed, 24 fps² Continuous Shooting with full AF/AE tracking*
- *315 focal-plane phase-detection AF points covering approx. 65% of the frame*
- *ZEISS® Vario-Sonnar T* 24-600mm³ F2.4-F4 Large Aperture, High Magnification Zoom Lens*
- *4K⁴ Movie Recording with full pixel readout without pixel binning*

Sydney, 13 September 2017 – Sony, a worldwide leader in digital imaging and the world's largest image sensor manufacturer, has today announced the new flagship model in its acclaimed Cyber-shot® RX10 series, [the RX10 IV](#) (model DSC-RX10M4).

Featuring the world's fastest¹ AF acquisition time of 0.03 seconds⁵ and up to 24 fps continuous shooting² with full AF/AE tracking, 315 phase-detection AF points that rivals those the fastest professional interchangeable lens cameras and an exceptionally versatile 24-600mm³ F2.4-F4 ZEISS® Vario-Sonnar T* lens, the new RX10 IV model delivers an unmatched combination of mobility and speed for imaging enthusiasts and professionals looking for the ultimate 'all-in-one' solution.

The impressive RX10 IV camera is equipped with a latest 1.0-type 20.1 MP⁶ Exmor RS CMOS stacked image sensor with DRAM chip along with a powerful BIONZ X™ image processor and front-end LSI. These key components all work together to maximise overall speed of operation and performance, ultimately ensuring the highest possible image and video quality throughout the entire range of the 24-600mm³ lens.

“Our customers have been asking for an RX10 series camera with Sony’s latest innovations in AF performance, and we’ve delivered with the RX10 IV model,” said Neal Manowitz, Vice President of Digital Imaging at Sony Electronics. “With its unmatched combination of AF speed and tracking, continuous shooting performance, extensive range of up to 600mm and outstanding video quality, the RX10 IV delivers more flexibility in a singular package than anything else in market. It is perhaps the most versatile ‘all in one’ camera that Sony has ever created, offering a seemingly endless amount of creative possibilities for photographers and videographers.”

Fast focusing, fast shooting

A first for Sony’s RX10 series of cameras, the new RX10 IV model features a Fast Hybrid AF system that combines the respective advantages of 315 phase-detection AF points covering approximately 65% of the sensor and contrast-detection AF to ultimately enable the camera to lock focus in as little as 0.03 seconds⁵. This high speed focusing complements the extensive 24-600mm³ range of the lens, ensuring all subjects can be captured with precise detail and clarity.

Additionally, for the first time in a Cyber-shot camera, the RX10 IV model employs High-density Tracking AF technology. This advanced technology, which had only been previously available in a select few of Sony’s acclaimed line of α interchangeable lens cameras, concentrates AF points around a subject to improve tracking and focus accuracy, allowing even the most unpredictable subjects including fast-moving athletes and birds in flight to be captured with ease.

Other AF improvements in the new RX10 IV camera include an enhanced version of the popular Eye AF, Touch Focus and Focus Range Limiter⁷. AF-ON setting is also assignable, as well as multiple AF modes including AF-S, AF-C and AF-A, which can be easily adjusted based on user preferences and shooting situations.

An ideal complement to the AF system, the RX10 IV offers continuous high-speed shooting at up to 24 fps² with full AF/AE tracking, with an impressive buffer limit of up to 249 images⁸. With the significant improvements in processing power for the new camera, EVF display lag during continuous shooting has been substantially reduced, allowing shooters to capture the decisive moment with ultimate confidence. Also, for convenience during image playback, continuously shot images can be displayed in groups instead of individual shots.

The RX10 IV also has a high speed Anti-Distortion Shutter (maximum shutter speed of up to 1/32000 second) that reduces the “rolling shutter” effect commonly experienced with fast moving subjects, and can shoot completely silently in all modes, including continuous high speed shooting, when electronic shutter is engaged. A mechanical shutter mode is also available as well if required by the user.

ZEISS® Vario-Sonnar T* 24-600mm F2.4-F4 lens

The 24-600mm³ ZEISS® Vario-Sonnar T* lens on the Cyber-shot RX10 IV camera features a large maximum aperture of F2.4-F4.0, helping it achieve outstanding image quality throughout the entire zoom range, all the way up to ultra-telephoto. It includes a super ED (extra-low dispersion) glass

element and ED aspherical lenses to minimise chromatic aberration, and ZEISS® T* Coating to minimise flare and ghosting.

The lens also has built-in Optical SteadyShot™ image stabilisation that helps to reduce camera shake and image blur. When the feature is activated, it is equivalent to an approximate 4.5 steps shutter speed improvement.

Additionally, with a minimum focusing distance of 72 cm (2.36 ft) and 0.49x maximum magnification at a fully extended 600mm, the lens is capable of producing amazingly detailed tele-macro images.

Professional video capture

The new RX10 IV model becomes the latest Cyber-shot RX camera to offer the advantages of 4K (QFHD 3840 x 2160) movie recording, with its Fast Hybrid AF system realising about 2x faster focusing speed compared to the RX10 III.

In 4K mode, the new RX10 IV utilises full pixel readout without pixel binning, capturing approximately 1.7x more information than is required for 4K movie output to ensure that all the finest details are captured accurately. The camera utilises the XAVC S™⁹ codec, recording video at a high data rate of up to 100 Mbps depending on shooting mode. Users have the option of shooting at either 25p in 4K mode (100 Mbps), or in frame rates of up to 100p in Full HD mode.

The new camera also has a variety of other professional calibre video features including Picture Profile, S-Log3/S-Gamut3, Gamma Display Assist, Proxy recording, Time Code / User Bit and more, as well as input for external microphone and output for headphone monitoring.

Super slow motion¹⁰ video recording is also available, with an extended duration of about 4 seconds (in quality priority mode) and 7 seconds (in shoot time priority). This unique feature gives users the ability to choose among 960fps, 480fps and 240 fps frame rates and among 60p, 30p and 24p playback formats¹¹.

Upgraded Operation and Customisation

The new RX10 IV features Sony's latest 3.0-type 1.44M dot tillable LCD screen with Touch Focus and Touch Pad function – another first for Cyber-shot RX series – for quick and smooth focusing operation, and WhiteMagic™ technology, ensuring that LCD viewing is bright and clear in even the harshest outdoor lighting conditions. Additionally, it is equipped with an approx. 2.35M dot high-contrast XGA OLED Tru-Finder™, ensuring true-to-life image preview and playback functionality. Triple lens rings for aperture, zoom and focus are also available, with a completely quiet, smooth option for the aperture ring that is ideal for video shooters.

To enhance customisation, “My Menu” functionality has been added, allowing up to 30 frequently used menu items to be custom registered. Menus are color coded for easier recognition and navigation, and a new Movie Settings menu has been introduced to improve the overall video shooting experience.

The RX10 IV is also dust and moisture resistant¹², and Wi-Fi®. NFC™ and Bluetooth® compatible.

Pricing and Availability

The new Sony Cyber-shot RX10 IV camera will be available in Australia from October 2017 for SRP \$2599.

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Notes to Editors:

1. Among fixed lens digital cameras with 1.0-type sensor. As of September 2017 press release, based on Sony research.
2. With "Continuous shooting mode: Hi".
3. 35mm equivalent
4. 3,840 x 2,160 pixels
5. CIPA standard, internal measurement, at f=8.8mm (wide-end), EV6.8, Program Auto, Focus mode: AF-A, AF area: Center
6. Approx. effective MP
7. Only when 35mm-equivalent focal length is within 150-600mm range
8. With "Continuous shooting mode: Hi" and "Image quality: Fine"
9. A Class 10 or higher SDHC/SDXC memory card is required to record movies in the XAVC S format. UHS-I (U3) SDHC/SDXC card is required for 100Mbps.
10. Sound cannot be recorded. A class 10 or higher SDHC/SDXC memory card is required.
11. In NTC mode. Switch between NTSC and PAL using the menu.
12. Not guaranteed to be 100% dust and moisture proof.

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games 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 digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

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. 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.

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 Adhesive PR at sony@adhesivepr.com.au

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