



2 International Business Park #05-10 Tower One The Strategy Singapore 609930
Telephone: (65) 6544 8338 Facsimile: (65) 6544 8330

NEWS RELEASE: *Immediate*

**Professional quality in your pocket:
Cyber-shot™ RX100 III with wider, brighter lens and built-in viewfinder
packs even more shooting power into a compact body**



- **Bright, wide angle ZEISS® Vario-Sonnar T* 24-70mm F1.8-2.8 lens**
- **Clear, retractable OLED Tru-Finder™ with ZEISS® T* coating**
- **20.1 effective megapixel back-illuminated 1.0-type Exmor R™ CMOS sensor and powerful BIONZ X processor**
- **50 Mbps high bit-rate Full HD movies with XAVC S support**
- **LCD flips for easy selfies**
- **4K still image output**
- **Evolved manual controls and new custom button**
- **Support for PlayMemories Camera Apps**

(ASIA PACIFIC, 16 May 2014) – Loved by photographers who value serious imaging and extreme portability, the popular Cyber-shot™ RX100 family has an exciting new addition.

Crafted in tough, travel-friendly aluminium for lightness and looks, the Cyber-shot™ RX100 III builds on the acclaimed reputation of its predecessors. An updated lens and speedy image processor are complemented by a retractable OLED Tru-Finder™ with ZEISS® T* coating, enhanced movie features and a 180-degree tilting LCD – all in a stylish [fixed-lens camera](#) that's truly pocket-sized.

Brighter and wider than before, the ZEISS® Vario-Sonnar T* 24-70mm F1.8-2.8 lens captures everything from expansive landscapes to soulful portraits. Thanks to a large F2.8 maximum aperture at its telephoto end, subjects stand out crisply against smooth background bokeh. The lens's impressive light-gathering power also allows faster shutter speeds to freeze fast-moving subjects. A built-in 3-stop (1/8) Neutral Density filter gives even more creative flexibility with sun-drenched exteriors or intentionally-blurred shots of moving water.

Another eagerly awaited addition to the Cyber-shot™ RX100 III is its high-contrast retractable OLED Tru-Finder™ that offers bright, detailed viewing with the camera held to your eye. The viewfinder's optical surfaces include a ZEISS® T* coating that dramatically reduces reflections and delivers exceptional corner to corner clarity. There's also a handy eye sensor that automatically switches between viewfinder and monitor display.



From detail-packed stills to vibrant Full HD movies – everything's beautifully clear thanks to the new camera's 20.1 effective megapixel 1.0-type back-illuminated Exmor R CMOS image sensor. Far larger than the sensor in regular [compact cameras](#), it's the key to breathtaking stills and video with beautiful background defocus effects.

Offering excellent low-light sensitivity and low noise, the sensor is complemented by Sony's latest-generation BIONZ X processing engine. Three times faster than its predecessor, it powers detail reproduction technology for natural reproduction of fine textures, diffraction reducing technology for enhanced quality at small apertures and area-specific noise reduction that maintains clarity in dimly-lit regions of indoor and night-time shots.

The speedy BIONZ X processor also powers exciting new video features. In a Cyber-shot™ first, the RX100 III now supports the efficient XAVC S format. Based on the professional XAVC standard, it records stunning Full HD video footage at up to 50 Mbps with minimal artefacts and noise – even with busy, movement-packed scenes. Want to capture every nuance of that golf swing, tennis serve or balletic leap? HD footage can be recorded at 100 fps¹ in XAVC S mode for silky smooth slow motion replays via an application like Sony's PlayMemories Home application.

Handheld video footage is even more of a pleasure to watch with Intelligent Active Mode that minimises the effects of camera shake. Frame analysis technology and 5-axis stabilisation are combined for the first time in the RX100 series, ensuring steadier movies even when you're walking along.

A newly-added 4K still image output allows photo viewing on 4K TVs. High-resolution images can be transferred via HDMI or Wi-Fi, with support for Triluminos Colour® assuring opulent tones and textures on compatible BRAVIA TV models.

Despite its diminutive size, the camera inherits several movie functions from Sony's professional camcorders. There's a clean HDMI output, allowing Full HD footage to be stored on an external recorder. 'Zebra' patterning on the LCD and in the viewfinder helps identify brightest areas in a scene, and dual video recording² simultaneously stores small MP4 format files alongside top-quality AVCHD /XAVC S files.

Selfie fans will welcome the articulated 3.0-type Xtra Fine LCD that now flips up 180 degrees for effortless arms-length portraits and is also very useful for shooting from either high or low positions.

Making its debut in the RX100 family, PlayMemories Camera Apps boosts your photo experience with a growing range of free and paid-for apps. It's easy to enhance your photography with a choice of creative effects and filters, utilities and more and the integrated NFC/ WiFi connectivity ensure an easy customer experience.

¹ 100 fps for PAL models and 120fps for NTSC models. Intelligent Active Mode and Active Mode cannot be used when recording at 100 fps.

² Dual Video Recording is not available when the Intelligent Active Mode is ON, or when XAVC S 120p/60p/50p or AVCHD 60p/50p is selected.

Enthusiasts will value updated manual control possibilities to help craft the perfect image. Functions can be assigned to the new Custom button or control wheel to suit individual shooting styles. The control ring and function button are also customisable for fumble-free access to frequently-used settings.

The Cyber-shot™ RX100 Mk III [compact digital camera](#) from Sony will be available in Asia Pacific from June 2014.

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Specifications Sheet

Model	RX100 III (DSC-RX100M3)
Image Sensor	1.0-type (13.2 x 8.8mm) Exmor R™ CMOS sensor, aspect ratio 3:2 (Effective resolution) Approx. 20.1 megapixels
Image processor	BIONZ X
Lens	ZEISS Vario-Sonnar T* Lens, 10 elements in 9 groups (9 aspheric elements including AA lens) f=8.8-25.7mm / 35mm format equivalent (Still Image 3:2) f=24-70mm Maximum aperture F1.8(W)-2.8(T)
Zoom range	Optical (still image/movie): 2.9x; Clear Image Zoom approx. 5.8x
Screen	7.5cm (3.0-type) (4:3) / 1,228,800 dots / Xtra Fine TFT LCD; adjusts up 180° / down 45° (approx.)
Viewfinder	0.39-type electronic viewfinder (OLED), 1,440,000 dots; magnification approx. 0.59x with 50mm lens at infinity, -1m ⁻¹ (diopter) (35mm equiv.), retractable type
Image stabilisation	(Still image) Optical SteadyShot (Movie) Optical SteadyShot Intelligent Active Mode, Optical type with electronic compensation, Anti Rolling type
Focus modes	Single-shot AF (AF-S) / Continuous AF (AF-C) / Direct Manual Focus (DMF) / Manual Focus
Focus area	Wide / Centre / Flexible spot S/M/L / Lock on AF (Wide/Center/Flexible Spot S/M/L)
Sensitivity (still image)	Auto (ISO125-12800, selectable with upper / lower limit), 125/160/200/250/320/400/500/640/800/1000/1250/1600/2000/2500/3200/4000/5000/6400/8000/10000/12800 (Extendable to ISO80/100), Multi-Frame NR ³ : Auto (ISO125-12800), 200/400/800/1600/3200/6400/12800/25600
Continuous shooting	Speed Priority Continuous Shooting: approx. 10 fps Continuous Shooting: approx. 2.9 fps (AF-S)
Shooting modes	Superior Auto, Intelligent Auto, Program Auto (Program shift available), Shutter Speed Priority, Aperture Priority, Manual Exposure, Scene Selection, Movie Mode(Program Auto, Aperture Priority, Shutter Speed Priority, Manual Exposure), Panorama

³ Achieved by overlay burst shooting.

Picture Effect modes	Toy Camera, Pop Color, Posterization, Retro Photo, Soft High-key, Partial Color, High Contrast Monochrome, Soft Focus, HDR Painting, Rich tone Monochrome, Miniature, Watercolor, Illustration
Other Shooting functions	Eye AF, Face Detection, Face Registration, Smile Shutter, Quick Navi, Digital Level Gauge (pitch and roll), MR (memory recall), Single-bracketing, Cont.-bracketing, White Balance Bracketing, DRO Bracketing, MF Assist, Photo Creativity, Peaking, Zebra, Micref Level, Step Zoom, Self-portrait timer
Built-in flash	Manual pop-up
Still image record	[3:2 mode] 20M (5,472x3,648) / 10M (3,888x2,592) / 5M (2,736x1,824) [4:3 mode] 18M (4,864x3,648) / 10M (3,648x2,736) / 5M (2,592x1,944) / VGA [16:9 mode] 17M (5,472x3,080) / 7.5M (3,648x2,056) / 4.2M (2,720x1,528), [1:1 mode] 13M (3,648x3,648) / 6.5M (2,544x2,544) / 3.7M (1,920x1,920) [Sweep Panorama] Wide (12,416x1,856 / 5,536x2,160), Standard (8,192x1,856 / 3,872x2,160)
Movie record	[AVCHD] 28M PS (1,920x1,080/50p) / 24M FX (1,920x1,080/50i) / 17M FH (1,920x1,080/50i) / 24M FX (1,920x1,080/25p) / 17M FH (1,920x1,080/25p) [XAVC S] 50p 50M (1,920x1,080/50p) / 25p 50M (1,920x1,080/25p) / 100p 50M (1,280x720/100p) [MP4] 12M (1,440x1,080/25fps) / 3M VGA (640x480/25fps)
Battery life	(Still Image) Monitor: Approx. 320 / Approx. 160min., Viewfinder: Approx. 230 / Approx. 115min. (Movies actual shooting) Monitor: Approx. 50min., Viewfinder: Approx. 50min. (In [MP4 12M] mode, max. continuous shooting time is approx. 15 min. and max. file size is 2GB)
Dimensions (WxHxD)	Approx. 101.6 x 58.1 x 41.0 mm (CIPA compliant)
Weight	Approx. 290g (Battery and Memory Stick Duo are included) Approx. 263g (Body Only)
Supplied accessories	Rechargeable Battery Pack NP-BX1, AC Adaptor AC-UB10C/UB10D, Micro USB cable, Wrist Strap, Strap Adaptor, Instruction Manual, AC Power Cord

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