

SONY

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NEWS RELEASE: *Immediate*

A revolution in resolution: Enthusiast-oriented Cyber-shot™ RX1R delivers sharpest ever detail



- ***Joins the acclaimed Cyber-shot™ RX1 full-frame compact camera with 24.3 effective megapixels and Carl Zeiss Sonnar T* F2 lens***
- ***No optical low-pass filter for uncompromised image resolution***
- ***Ideal for taking landscapes and other high-detail scenes***
- ***TRILUMINOS™ Colour for richer, more natural colours***

(ASIA PACIFIC, 27 June 2013) – A new sister version of the acclaimed Cyber-shot™ RX1 full-frame compact camera by Sony satisfies the most critical photographer's hunger for sharper, more detailed pictures.

Building on the awesome imaging power of the RX1, the RX1R takes pixel-perfect picture quality to new heights. The model's 'R' suffix denotes a further improvement in the pocket-sized camera's already spectacular resolution.

Found in many DSLR cameras, the original Cyber-shot™ RX1 featured an optical low-pass filter (OLPF) in front of the sensor to suppress unwanted moiré and colour artifacts. The enthusiast-oriented RX1R removes this low-pass filter, ensuring flawless capture of fine details without any blurring or dispersion. To compensate for the OLPF's removal, the camera's processing functions have been optimised to maintain image sharpness without compromising lens/sensor performance¹.

Bringing new levels of realism to landscapes and other finely-detailed subjects, the modified edition RX1R lets photo enthusiasts express their creativity with unprecedented clarity. While weight and dimensions remain the same as the ground-breaking RX1, the modified edition RX1R adds other refinements to suit discerning photographers.

In addition, compatibility with TRILUMINOS™ Colour technology ensures even richer, more natural colours when viewing stills and video on the new generation of BRAVIA™ televisions featuring TRILUMINOS™ Display. Videographers can also add an optional stereo microphone, allowing Full HD movie soundtracks to be captured with even greater clarity.

Introduced in September 2012, the Cyber-shot™ DSC-RX1 is world's first compact fixed-lens camera with a 35mm full-frame 24.3 effective megapixel sensor. It's already won several prestigious European accolades, including 'Best Premium Camera' in the 2013 Technical Image Press Association (TIPA) Awards.

The new Cyber-shot™ RX1R full-frame digital compact camera from Sony will be available in Asia Pacific from mid July 2013.

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¹ Moire and/or colour artifacts may be visible in some photographic situations. Colour reproduction performance is the same as the RX1.

Specifications Sheet

Model	DSC-RX1R
Image Sensor	35mm full-frame (35.8mm x 23.9mm) Exmor CMOS Sensor, aspect ratio 3:2 (Effective resolution) Approx. 24.3 megapixels (Gross resolution) Approx. 24.7 megapixels
Lens	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)
Zoom	Clear Image Zoom (still image): 2x Digital Zoom (still image): 24M approx. 4x / 10M approx. 6.1x / 4.6M approx. 9.1x Digital Zoom (movie): Approx. 4x
Screen	7.5cm(3.0type)(4:3) / 1,228,800 dots / Xtra Fine / TFT LCD
Imaging Processor "BIONZ"	Yes
SteadyShot	EIS (blur reduction) for Movie
Focus modes	Auto Focus (AF) / Direct Manual Focus (DMF) / Manual Focus (MF)
Focus area	Multi point AF (25 points) / Centre weighted AF / Flexible spot AF / Flexible spot AF (tracking focus) / Flexible spot AF (face tracking)
Light Metering Mode	Multi Pattern / Center Weighted / Spot
White Balance Mode	Auto / Daylight / Shade / Cloudy / Incandescent / Fluor.: Warm White / Fluor.: Cool White / Fluor.: Day White / Fluor.: Daylight / Flash / C.Temp./Filter / Custom
Shutter Speed	Program Auto(30"-1/4000sec.) / Aperture Priority(30"-1/4000sec.) / Shutter Priority(30"-1/4000sec.) / Manual Exposure(Bulb, 30"-1/4000sec.) / iAuto(4"-1/4000sec.)
Sensitivity (still image)	ISO100-25600(1/3EV step)(expandable to ISO 50/64/80), AUTO(ISO100-25600, selectable with upper / lower limit), Multi Frame NR: ISO100-102400(1EV step), AUTO(ISO100-25600, selectable with upper / lower limit)
Continuous shooting	Speed Priority Continuous Mode: Approx.5 fps Continuous mode: 2.5 fps (AF-S)
Image Control	Colour Mode / Contrast / Saturation / Sharpness / Creative Style / Colour Space (sRGB / Adobe RGB) / Quality (RAW / RAW & JPEG / Extra fine / Fine / Standard) / 14bit RAW / Long Exposure ND (Normal / Low / Off) / High ISO NR (Normal / Low / Off) / Multi Frame Noise Reduction
Shooting modes	Program Auto, Aperture Priority, Shutter Priority, Manual Exposure, MR (Memory Recall) 1 / 2 / 3, Movie Mode (Program Auto, Aperture Priority, Shutter Speed Priority, Manual Exposure), Panorama, Scene Selection, AUTO (Intelligent Auto / Superior Auto)
Creative Style modes	Standard / Vivid / Neutral / Clear / Deep / Light / Portrait / Landscape / Sunset / Night Scene / Autumn Leaves / Black & White / Sepia
Picture Effect modes	Toy Camera / Pop Colour / Posterisation / Retro Photo / Soft High-key / Partial Colour (R/G/B/Y) / High Contrast Monochrome / Soft Focus / HDR Painting / Rich-tone Monochrome / Miniature / Watercolour / Illustration
Flash	ISO Auto: approx. 0.75m to 21.7m(approx. 2.5feet to approx. 71.2feet), ISO 25600: up to 43.4m(142.4feet)
Other Shooting functions	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
Recording format	Still Image: JPEG, RAW (Sony ARW 2.3 format) Movie: AVCHD Ver.2.0, MP4

About Sony Electronics Asia Pacific Pte. Ltd.

Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony's consumer as well as broadcasting and professional products, overseeing Asia Pacific, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US\$72.3 million for the fiscal year ended March 31, 2013. Sony Global Web Site: <http://www.sony.net/>

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.