

SONY

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NEWS RELEASE: *Immediate*

New Cyber-shot™ RX100 II featuring new Exmor R™ CMOS sensor adds better low-light images, Wi-Fi/NFC and tilt LCD



- ***Enhances the hugely popular RX100 with enhanced picture quality and convenient new features***
- ***New 20.2 effective megapixel back-illuminated Exmor R™ 1.0-type CMOS sensor boosts sensitivity for better low-light images***
- ***Wi-Fi and easy One-touch smartphone connection with NFC***
- ***Add accessories with Multi Interface Shoe and Multi Terminal***
- ***3.0-type White Magic™ LCD tilts up or down***
- ***Full HD 24p/25p movie for rich, cinematic video footage***
- ***TRILUMINOS™ Colour for richer, more natural colours***

(ASIA PACIFIC, 27 June 2013) – The new Cyber-shot™ RX100 II from Sony puts even more shooting power in your pocket. Sleekly styled in strong, light aluminium, it's a perfect travel partner for quality-conscious photographers who seek DSLR-style images from a pocket camera with generous control options.

Building on the superb picture quality of the multi-award winning RX100, the new camera now delivers even better results whether you're shooting indoors or at dusk without a flash. The newly developed back-illuminated Exmor R™ 1.0-type CMOS sensor increases sensitivity while reducing picture noise in tricky low-light scenes. Combined with the exceptional f1.8 Carl Zeiss Vario-Sonnar T* lens, you'll see the difference with exceptionally crisp, natural stills and Full HD video in any shooting situation – from parties to night-time landscapes.

Wi-Fi makes it easy to connect the camera wirelessly with your smartphone and transfer photos or videos for easy sharing. It's also the first ever camera from Sony with NFC (Near Field Communication) technology, giving the extra convenience of One-touch connection with Android smartphones and tablets. There's no set-up needed – simply touch your mobile device against the RX100 II and a wireless connection is made instantly. One-touch Remote even lets you trigger shutter release from your smartphone — great for group shots when you don't want to be left out of the action.

The camera's enthusiast appeal is further enhanced by a new Multi Interface Shoe and Multi Terminal. Expand your photographic capabilities by attaching optional accessories – including an electronic viewfinder, powerful external flash and stereo microphone – via the versatile Multi Interface Shoe. The Multi Terminal also allows the addition of other options such as a shutter-release remote controller.



The bright, detail-packed 3.0-type White Magic™ LCD now tilts up and down¹, giving greater freedom to compose shots in comfort. Hold the camera high up to reach over crowds, or get down low and see things from the perspective of pets and children.



Compatibility with TRILUMINOS™ Colour technology ensures even richer, more natural colour reproduction with the new generation of BRAVIA televisions featuring TRILUMINOS™ Display.

Full HD video modes are expanded with the addition of 24p/25p shooting for smooth, cinematic movies. Other refinements include a step zoom function that's accessible via the camera's customisation menu. Instantly choose from five popular focal lengths using the control ring – 28mm, 35mm, 50mm, 70mm or 100mm: it's an intuitive alternative to zooming in and out when you're in a hurry.

The PlayMemories Mobile app has been updated to enable the One-touch capabilities of the RX100 II, and also now features an enhanced user interface. It is available now for free from the Google Play store for all Android smartphones.

Introduced in June 2012, the Cyber-shot™ DSC-RX100 is world's first compact fixed-lens camera with a 1.0-type 20.2 effective megapixel sensor.

The new Cyber-shot™ RX100 II digital compact camera from Sony will be available in Asia Pacific from mid July 2013.

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¹ 84 degrees upward and 45 degrees downward

Specifications Sheet

Model	RX100 II (DSC-RX100M2)
Image Sensor	1.0-type (13.2 x 8.8mm) Exmor R™ CMOS sensor with back illumination technology (Effective resolution) Approx. 20.2 megapixels (Gross resolution) Approx. 20.9 megapixels
Lens	Carl Zeiss Vario-Sonnar T*, with 7 elements in 6 groups (4 aspheric elements including AA lens); F1.8 (Wide) - 4.9 (Tele); focal length = 10.4-37.1mm; 35mm effective focal length (Still Image 3:2) = 28-100mm
Zoom range	Optical: 3.6x; Clear Image Zoom 7.2x
Screen	7.5cm (3.0-type) (4:3) / 1,229,000 dots / Xtra Fine TFT LCD; adjusts up 84° / down 45° (approx.)
Image stabilisation	(Still image) Optical SteadyShot (Movie) Optical SteadyShot Active Mode with electronic compensation (anti-rolling)
Focus modes	Single-shot AF (AF-S) / Continuous AF (AF-C) / Direct Manual Focus (DMF) / Manual Focus
Focus area	Multi point AF (25 points) / Centre weighted AF / Flexible spot / Flexible spot (tracking focus) / Flexible spot (face tracking)
Sensitivity (still image)	Auto (ISO160-12800, selectable with upper/lower limit), 160/200/400/800/1600/3200/6400/12800 (Expandable to ISO 100/125) Multi Frame NR: Auto(ISO160-25600),200/400/800/1600/3200/6400/12800/25600 <i>NB: ISO25600 is achieved by using overlay burst shooting</i>
Continuous shooting	Speed Priority Continuous Mode: Approx.10 fps Continuous mode: 2.5 fps (AF-S)
Shooting modes	Superior Auto, Intelligent Auto, Program Auto (Program shift available), Shutter Priority, Aperture Priority, Manual, Scene Selection, Movie, Sweep shooting
Picture Effect modes	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
Other Shooting functions	Face Detection, Face Registration, Smile Shutter, Dual Rec, Grid Line, Digital Level Gauge (pitch and roll), MR (memory recall), Exposure Bracketing, White Balance Bracketing, Peaking, MF Assist, Auto Framing, Photo Creativity, Shooting Tips
Movie record	AVCHD: 28M PS (1920x1080, 50p/60p) / 24M FX (1920x1080, 50i/60i, 24p/25p) / 17M FH (1920x1080, 50i/60i, 24p/25p) MP4: 12M (1440x1080, 25p/30p) / 3M VGA (640x480 25p/30p) *NTSC formats selectable as Setup menu option
Battery life	(Still Image) Approx. 350 / Approx. 175 min. (CIPA standard) (Movie) Approx. 80 min.(AVCHD, MP4, shooting in factory preset mode)
Dimensions (WxHxD)	Approx. 101.6 x 58.1 x 38.3mm (CIPA compliant)
Accessory terminals	Multi Terminal, Multi Interface Shoe
Weight	Approx. 254g (body only) Approx. 281g (with battery and Memory Stick Duo)
Supplied accessories	Rechargeable Battery Pack NP-BX1, Micro USB cable, Wrist Strap, Shoulder Strap Adaptor, Instruction Manual

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.