

# SONY

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**NEWS RELEASE:** *Immediate*

## **Shoot smarter with the versatile new HVL-F43M external flash**



- ***Smart, compact design with bright GN43 flash output, Quick Shift Bounce and dust/moisture resistant design***
- ***Powerful LED light for video shooting***
- ***Multi Interface Shoe for compatibility with latest Sony A-mount SLT, E-mount cameras/camcorders and Cyber-shot™ models***

**(ASIA PACIFIC, 27 June 2013)** – Brighten up your shoots with the HVL-F43M flash. Equipped with Multi Interface Shoe, it is designed for use with the latest Sony cameras and interchangeable-lens camcorders.

The powerful, fully-featured flash builds on the success of the acclaimed HVL-F43AM that's a mainstay of many photographers' gadget bags. Like its predecessor, it offers the popular 'Quick Shift Bounce' system that allows instant rotation of the flash head when switching between landscape and portrait compositions. This maintains the same bounce angle in either shooting position for consistently-lit photos.

While the F43AM was compatible with the Auto-lock accessory shoe on older A-mount cameras, the new F43M is now even more versatile. It's equipped with a Multi Interface Shoe

for 100% compatibility with the SLT-A99, SLT-A58, NEX-6, HDR-VG900, HDR-VG30, Cyber-shot™ HX50, RX1/RX1R and RX100 II models from Sony. It is also compatible with Auto-lock accessory cameras via the optional ADP-AMA adaptor.

The brand-new model has another bright trick to broaden its appeal. The F43M doubles as a powerful LED video light for keen videographers. Keep shooting Full HD video on your camera or camcorder when you're short of natural light: backlit subjects, interviewees, parties and night-time scenes are bathed with natural, even illumination.

With a rugged, reliable design that resists dust and moisture, the HVL-F43M handles everyday shooting as well as more challenging outdoor assignments.

Wireless control allows quick creation of sophisticated multi-flash effects. It's easy to accurately control lighting ratios for up to three on- and off-camera flash units for beautifully balanced, pro-style results.

Other smart functions include Auto White Balance adjustment with colour temperature information for consistently natural-looking white balance under any lighting conditions.

The new HVL-F43M external flash Sony will be available in Asia Pacific from mid July 2013.

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### **Specifications Sheet**

<b>Guide Number</b>	43 (105mm, ISO100 · m)
<b>Flash Coverage</b>	24-105mm (15mm focal length covered with built-in wide panel)
<b>Flash Control</b>	Pre-flash control, manual flash control selectable, direct through-the-lens (TTL) flash metering
<b>Bounce Flash</b>	Click positions: up (30°/45°/60°/75°/90°/120°/150°); down (8°); right (30°/45°/60°/90°); left (30°/45°/60°/90°)
<b>LED video light</b>	Max. illuminance 400 lux/0.5m; illuminating distance approx. 1 m at ISO3200 / F5.6)
<b>Recycling time</b>	Approx. 2.9 seconds (with alkaline batteries)
<b>Battery performance</b>	Approx. more than 200 flash cycles (with alkaline batteries - based on Sony measurement)
<b>Power level switching</b>	22 levels: (1/1, 1/2, 1/4, 1/8, 1/16, 1/32, 1/64, 1/128), 1/3 steps
<b>Wireless Ratio Control</b>	Available to control by 3 groups when used with α99, α77, α65, α58, α57, α37, α900, α850, α700, NEX-7, NEX-6, DSC-RX1, DSC-RX1R

<b>Other features</b>	Auto WB Adjustment with Colour Temperature Info; Auto zoom control optimised for image sensor size; High-Speed Synchro; Modelling Lighting; Test Lighting; Multi Lighting. Supports camera's Red-eye reduction feature. Built-in wide panel and bounce sheet. High quality LCD screen.
<b>Compatible Shoe</b>	Multi Interface Shoe (Auto-lock Accessory Shoe with optional ADP-AMA adaptor)
<b>Included items</b>	Connector protect cap, mini-stand, case
<b>Dimensions (WxHxD)</b>	Approx. 75 x 140 x 87 mm
<b>Weight</b>	Approx. 355g (without batteries)
<b>Power source</b>	4x AA Alkaline / AA Ni-MH batteries

### **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](http://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.