Sony Adds Digital Super 35mm and World’s First Rain and Dust Resistant Camcorders to NXCAM™ line-up

Asia-Pacific, 23 March 2011 – Sony today reveals the two highly anticipated new professional camcorders based on extensive customer feedback in the NXCAM™ line-up. The NEX-FS100P is a new E-mount professional camcorder equipped with a Super 35mm sensor and is a further addition to Sony’s 35mm line-up. The HXR-NX70P is the world’s first rain and dust proof professional HD camcorder and is ideal for use in unforgiving environments. Sony’s expanding NXCAM line-up, including the existing HXR-NX5P provides a superb solution to many shooting applications.

The NEX-FS100P – Small camcorder with large sensor camera performance

Originally announced in November 2010, Sony can now reveal the full specifications of the new NEX-FS100P. The NEX-FS100P is equipped with an “Exmor” Super 35 CMOS Sensor specifically designed for shooting commercials, music videos, drama productions and TV series for example. This high sensitivity, large format sensor is capable of producing footage with shallow depth of field similar to that of a film camera, opening up a new level of creative expression. The sensor also features the optimum number of effective pixels for shooting HD moving images. At a high 50fps in all-pixel
scan mode, this allows images to be captured with less colour aliasing, jaggedness and rolling shutter than regular DSLR cameras, while providing the sensitivity to shoot at a minimum illumination of 0.28lux\(^1\). Another advantage of Sony’s proprietary “Exmor” technology is minimal noise when shooting low-light scenes.

“The NEX-FS100P NXCAM Super 35mm camcorder is set to be a compelling price leader in its class, enabling all professional content creators, videographers and film enthusiasts alike to bring their visual story-telling to a new level,” said Chris Grey, Head of Content Creation Solutions, Broadcast & Professional Products Asia Pacific (BPPA), Sony Electronics Asia Pacific.

“Sony has listened to the feedback of our customers and has thus responded by creating this new camcorder with an ergonomically designed body and accessories offering ultimate flexibility in use,” he adds.

The NEX-FS100P adopts the Sony E-mount interchangeable lens system. Its very short flange back distance (the distance between lens mount surface and sensor surface) allows various Sony A-mount lenses be mounted via a mount adaptor (LA-EA1). It is also possible to attach a huge range of other lenses, using third-party mount adaptors\(^2\). With such flexibility, users will be able to experiment with numerous creative options by exploiting the characteristics of different optics.

The NEX-FS100PK lens kit model comes supplied with the E18-200mm F3.5-6.3 OSS zoom lens which gives users optical SteadyShot™ and auto focus.

The NEX-FS100P accepts affordable and readily available Memory Stick PRO Duo™ or

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\(^1\) When using a fixed shutter speed of 1/25, auto gain and an iris setting of F1.4.

The SEL18200 lens supplied with the NEX-FS100PK enables shooting in illumination as low as 1.5lux when using a fixed shutter speed of 1/25, auto gain and auto iris

\(^2\) Not all types of adaptors and lenses are guaranteed. For details, please ask the adaptor manufacturers.
SD, SDHC and SDXC cards. It is capable of recording images at various frame rates providing the added creative freedom of Slow and Quick motion with full HD. The camera operator can simply adjust the frame rate without using converters or editing software. The grip, handle and hybrid LCD viewfinder are detachable also making it ideal for handheld scenes and shooting in confined locations.

Like all NXCAM camcorders, the recording format for this new HD camcorder is AVCHD™, a widely supported format by many non-linear editing software vendors.

The HXR-NX70P - World first dust proof and rain proof professional HD camcorder

Chris Grey, Head of Content Creation Solutions, Broadcast & Professional Products Asia Pacific (BPPA), Sony Electronics Asia Pacific, said of the new HXR-NX70P, “From documentary filmmakers to video journalists, it is likely they will encounter severe weather condition in far flung locations in pursuit of the ultimately scene. Sony has responded by creating the HXR-NX70P, a highly rugged and ultra-compact camcorder that is dust and rain proof, and able to withstand the harshest of environments. It also has storage of 96GB in-camera memory which means you don’t have to worry about looking for an extra memory card while out shooting in remote locations,” he adds.
The main unit of the HXR-NX70P has been proven to reach dust-proof and rain-proof performance requirements specified by IEC60529 IP54. Rain or dust will not affect the operation of the camcorder, making the HXR-NX70P ideal for the most inhospitable of environments.

The HXR-NX70P incorporates an “Exmor R” CMOS sensor to deliver superior quality low-light footage and enhanced manual controls giving the precision users need for shooting professional quality HD content. CinemaTone technology captures stunning footage with deeper, more film-like colour tones and the wide angle Sony G lens can take in more of the action with sharp images and brilliant, accurate colour.

The optical SteadyShot image stabilisation with Active Mode also compensates for greater degrees of camera shake than ever before to deliver smooth video from wide angle to full telephoto perspectives. A built in GPS receiver makes the HXR-NX70P an ideal choice for journalists and documentary makers alike as it gives them the ability to ‘geotag’ footage when on location.

In Asia Pacific, the NEX-FS100P and NEX-FS100PK lens kit model and the HXR-NX70P will be available from July 2011 onwards.

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About Business & Professional Products Asia Pacific Company

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. Business & Professional Products Asia Pacific Company (BPPA) is established as a division company in Singapore under Sony Electronics Asia Pacific Pte. Ltd. BPPA is the Asia Pacific headquarters for the Professional Solutions Group of Sony Corporation. It markets Sony’s leading broadcast systems, professional video and audio products, as well as videoconferencing, medical and surveillance systems in Asia other than Japan. It also provides customised business solutions, comprehensive technical support and after-sales service to help Sony’s customers stay at the forefront of their business.

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