

# SONY

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**NEWS RELEASE:** *Immediate*

## **SONY LAUNCHES ITS FIRST FULL HD WATERPROOF HANDYCAM® WITH SELF-SHOOTING FUNCTION**

*The HDR-GW77 offers a stellar experience for travellers, with a high 20MP resolution, optimised self-shooting function, along with waterproof, shockproof, and dust-resistant capabilities*



**(SINGAPORE, 17 MAY 2012)** – The HDR-GW77, Sony's latest offering from its Handycam® series, takes Full HD video into the great outdoors with a camcorder that you can use at the beach, on a country hike, or even in bad weather. Waterproof (to a depth of up to five metres), dust resistant and shockproof against falls of up to 1.5m, the new HDR-GW77 also allows for self-shooting with its swivel 3.0" LCD screen, making it the perfect companion to take on road trips and holidays.

Incorporating Sony's unique optical design technology and quality control, the waterproof Handycam® captures the whole scene both near and far, through a wide angle 29.8mm Sony G Lens, allowing users to shoot roughly a wider area of up to two times as compared to a

conventional camcorder. The HDR-GW77 is equipped with a Swing Panorama function that records the whole sweep of the landscape with a single press of the shutter button.

Waterproof for up to five metres, the HDR-GW77 becomes an ideal product to have by the pool, at the beach and even filming anything under the water's surface. Its Extended Zoom pushes the 10x optical zoom to a maximum magnification of 17x with no fear of a shaky image thanks to Optical Steady-Shot with Active mode, ensuring smooth and stable videos across different shooting scenarios.



And for those who are interested in capturing memories of their travels and the iconic locations they have been to, the LCD swivel screen and Self Portrait Timer function makes it a snap to shoot properly framed images of themselves with the scenic background.

Taking high quality video even in dimly-lit locations is now possible with the HDR-GW77's in-built "EXMOR R" CMOS Sensor. Featuring a back-illuminated design that maximises and efficiently utilises the amount of light received, the sensor actually doubles the sensitivity in comparison to conventional CMOS sensors. The result is reduced noise, smoother action sequences and higher image quality, especially in low-light conditions.

The 3.0" Extra Fine LCD touch screen gives you a high-definition preview of your movies or of still photos taken with By Pixel Super Resolution technology, providing detailed images of up to 20.4 megapixels. Event Browse automatically groups your videos by event, and the Highlight Playback function automatically edits and saves events as playback-ready short movies at the touch of a button.

With the HDR-GW77, charging is easy and effortless via a supplied USB cable connected to a computer. The same cable also allows for quick transferring of recorded materials to the computer and Sony's proprietary PlayMemories Home software, providing a variety of editing and management functions, including uploading your creations to YouTube, Facebook, or other Internet sharing sites.

Aoki Yosuke, General Manager, Head of Personal Imaging and Sound, Sony Electronics Asia Pacific, said: "The HDR-GW77 is a perfect choice for travellers, with its unique self-shooting function, an impressive range of features like its compact size, high 20MP resolution of still photo, and its waterproof capabilities. With its 29.8mm wide angle lens and swivel LCD screen, one can take self-shots with ease, to capture the most precious moments on your travels."

The HDR-GW77 will be available in Asia Pacific from all Sony stores and authorised outlets from June 2012 onwards.

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### **Specifications Sheet**

<b>Features</b>	<b>HDR-GW77</b>
Video Format	HD: MPEG4-AVC/H.264 AVCHD™ format ver.2.0 compatible (SD: MPEG2-PS)
Video Resolution	HD:1920x1080/50p (PS); 50i (FX,FH); 1440x1080/50i (HQ,LP) (SD:720x576/50i)
Image Sensor	1/3.91 type (4.6mm) Exmor R™ CMOS Sensor
Still Image Size (maximum)	20.4 megapixels 16:9 (6016x3384)
Lens	Sony G Lens 3.2 - 32.0mm (35mm equivalent: 29.8 - 298mm) / F1.8 - F3.4
Image Stabiliser	Optical SteadyShot™ with Active mode (Wide to Tele)
LCD	3.0 type Xtra Fine LCD display (921K dots) Wide (16:9)
Internal Memory	16GB (Approx. 2.8GB is for built-in MAP)
Memory Card	Memory Stick Micro™ and Micro SD/SDHC compatible
Dimensions WxHxD	Approx. 32.2mm x 105.5mm x70.2mm (including supplied battery)
Weight	Approx. 188g (excluding battery)

### **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\$79.2 billion for the fiscal year ended March 31, 2012. 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.