

March 3, 2009
No.09-031E

Sony to Showcase Latest DI Products at "PMA 2009" Exhibition

Sony is exhibiting its latest digital imaging products, including its new line-ups and prototypes at PMA 2009 International Convention and Trade Show in Las Vegas, which started on March 3rd.

<Digital Still Camera "Cyber-Shot">

- DSC-HX1, revealed at the press conference held on March 2nd for US market, offers new and exciting features such as "Burst shooting" and "Sweep Panorama". It is the first "Cyber-shot" which incorporates CMOS sensor.
- New "Cyber-Shot" models (T, W, H, S series)
 - T series : HD movie shooting function in Sony's thinnest body (13.9 mm for DSC-T90).
 - W series : Face detection function that helps reduce blur without damaging image quality and selected-face memory function.

In addition, digital photo frames, printer models and other accessory lines are also exhibited.

<Digital SLR Camera "α">

The "α" body series are all on display, including its flagship model "α900".

The interchangeable lenses including newly introduced 70-400mm F4-5.6 G SSM and "Vario-Sonnar T* 16-35mm F2.8 ZA SSM" will be exhibited, in addition to the prototypes of 6 interchangeable lenses, optional flash HVL-F58AM and accessories. With this expanded product portfolio, "α" is set to broaden its system configuration capabilities and appeal to a wider user base.

Exhibited Prototypes

Interchangeable Lenses

A wider lineup of interchangeable lenses offering high picture quality and performance has been planned for development. 6 concept lenses from the line-up are exhibited at PMA 2009.

1. Super Telephoto Lens
2. DT 50mm F1.8
3. DT 30mm F2.8 Macro
4. DT 18-55mm F3.5-5.6
5. DT 55-200mm F4-5.6
6. 28-75mm F2.8

<HD Camcorder "Handycam">

Sony's wide-ranging "Handycam" product portfolio is also on display.

This includes the HDR-XR520V and HDR-XR500V AVCHD-standard HDD-based camcorders which are the first camcorders to use a back-illuminated Exmor R CMOS sensor, providing stunning low light performance with approximately twice the sensitivity compared to Sony's existing front-illuminated CMOS sensor at F2.0. As well on display includes the compact HDR-CX100 AVCHD-standard "memory-stick" camcorder which is capable of recording high definition movies to 8GB internal memory.

<“Image³” Concept display>

The concept exhibition is displayed introducing “Image³”, which is the newly named expression for the combination of the three key devices - lens, image sensor and processor. “Image³” is a source of strength and uniqueness in Sony’s digital imaging products. It plays an important role in helping Sony to launch attractive products in existing categories, as well as creates new markets by proposing new lifestyles for people to enjoy photography and video.

--

Inquiries

Sony Corporate Communications

TEL 03-6748-2200

FAX 03-6748-2061