

SONY

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NEWS RELEASE:

Sony Launches α 77 Camera With World's Fastest 12 fps Continuous Shooting With High-precision Continuous AF

Translucent Mirror Technology line-up broadens appeal to photo enthusiasts



- *World's fastest¹ 12 fps full-resolution continuous burst shooting with phase-detection AF*
- *24.3 effective megapixel Exmor APS HD CMOS Sensor and newly developed BIONZ image processor*
- *Newly developed 19-point AF system with 11 cross sensors*
- *World's first* XGA OLED Tru-Finder™ with versatile information display*
- *Quick AF Full HD Movie with AVCHD Progressive compatibility, and flexible P/A/S/M exposure control in manual focus mode*
- *New design and ergonomics with world's first* 3-way tilt Xtra Fine LCD and ruggedised, reliable handling*

¹ Among interchangeable-lens digital cameras with APS-C size sensor as of 24 August 2011

(Singapore, 24 August 2011) – Sony is expanding its range of interchangeable lens cameras today with a new A-mount model appealing to advanced amateurs and serious photo enthusiasts, the **α77**. The new camera is the fastest 12fps burst shooting for interchangeable lens camera with APS-C size sensor not only in its class, but in the world.

Unparalleled speed and accuracy

Built on an advanced version of Sony's award-winning Translucent Mirror Technology, the **α77** features an entirely redeveloped 19-point autofocus system (AF) with 11 cross sensors and full-time continuous AF that delivers blazing speed. Working in tandem with Sony's enhanced Exmor APS HD CMOS sensor (24.3 effective megapixel resolution) and newly developed BIONZ image processor, the Translucent Mirror Technology allows users to take sharp, ultra-low noise photos at a blistering 12fps, making the **α77** the fastest interchangeable lens camera in the world. The **α77** also has a broad sensitivity range of ISO 100 – 16,000 and shutter speeds up to 1/8000, enabling amazingly sharp and noise-free photos to be taken under in any lighting conditions. Additionally, the electronic front shutter curtain achieves a class-leading minimum lag time of approximately 0.050 seconds, nearly matching that of much more expensive professional cameras. In real-world terms, the speed and accuracy of the **α77** suddenly makes it possible for anyone to enjoy the thrill of capturing the perfect shot.

What You See Is What You Get

Sony has given the **α77** the world's first XGA OLED Tru-Finder™, providing the best resolution, contrast and responsiveness of any electronic view finder (EVF) on the market. The unprecedented 2,359k dots (XGA) resolution and 100% field of view gives users sharp, bright images without cutting off the edges of the picture, rivaling the performance of optical viewfinders found in much costlier pro-grade cameras. What you see through the viewfinder is exactly what you get in the final shot, giving users greater confidence in composing their shots.

For those who prefer framing their shots on a larger screen, the **α77** is also the world first interchangeable lens camera to offer a fully articulated 3-way adjustable 3" Xtra Fine LCD screen, which offers high resolution (921k dots) and TruBlack technology for superb detail and contrast, making it possible to frame a shot from any angle for amazing versatility. The gap between the protective outer glass and underlying LCD (which features an anti-reflective coating and multi-coating) is filled with resin to significantly reduce surface reflections, improve visibility

from wide-ranging viewing angles, maintain high contrast, and more accurately reproduce deep blacks.



World's First AVCHD Ver.2.0 (Progressive) Full HD Movie

Budding filmmakers will also benefit from a number of enhanced video capabilities in the **α77**. Thanks to the faster speed of the new BIONZ processor, users can now film in both interlace and progressive including cinematic mode - 24p, 60i and 60p (NTSC), or 25p, 50i, and 50p (PAL) – another world's first for an interchangeable lens camera with APS-C sensor. P/A/S/M modes are all selectable during video recording, giving users as much control as they need, whether they're making a simple home video or a cinematic masterpiece.

Rugged design

The **α77** was built to be rugged, with system-wide dust and moisture resistance and a robust magnesium body that can endure long hours spent shooting a range of environments. And, with 150,000-shot shutter release durability, the **α77** is guaranteed to provide years of use.

Robust body with magnesium alloy panels

The robust body is built to withstand the tough usage habits of advanced amateurs. Both the front and back covers are comprised of lightweight, high-intensity magnesium alloy. Moreover the grip and front cover were cast to achieve extremely high body rigidity.

Dust and moisture resistance

The following dust and moisture countermeasures have been applied to the outer body and various controls to achieve a durable structure that withstands the tough usage of advanced amateurs:

- Sealing around the main buttons and dials
- A double-layered structure that enhances sealing effectiveness at all camera body openings including the media compartment and terminal area



The same high-level resistance to dust and moisture is maintained even when the camera is mounted with the new SAL1650 standard zooming lens, HVL-F43AM flash unit, VG-C77AM vertical shooting grip or other optional accessories.

Advanced accessories built for advanced users

Sony is also launching a number of new accessories to complement its full range of interchangeable lens cameras. For A-mount cameras, Sony has released the new DT 16-50mm F2.8 SSM lens, which features a dust- and moisture-resistant design, 3x zoom, aspherical glass and three ED lens elements to minimize aberration, internal SSM (Super Sonic wave Motor) for quick, quiet autofocus, and a constant circular F2.8 aperture that delivers smooth, beautiful bokeh.



α77 with VG-C77AM

For α 77 users seeking more advanced performance, the dust and moisture-resistant VG-C77AM Vertical Grip assures comfortable handling in both vertical and horizontal shooting positions, and can house up to two NP-FM500H InfoLITHIUM batteries, doubling shooting stamina to approximately 1060 shots (via LCD monitor)/ 940 shots (via Tru-Finder™) when using Memory Stick PRO Duo™ media.

The α 77 Translucent Mirror interchangeable lens digital camera by Sony will be available in Asia Pacific from October 2011 onwards.

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Specifications Sheet

Model/Key Features	SLT-A77
Type	Interchangeable lens digital camera with built-in flash
Lens Compatibility	Sony A-mount lenses. Operation also confirmed with Minolta and Konica Minolta AF lenses
Image Sensor	APS-C type (23.5 x15.6 mm), Exmor APS HD CMOS sensor with RGB primary colour filters
Processor	BIONZ™ image processor
ISO Sensitivity Range	AUTO (ISO 100 – 1600, ISO 100-12800 selectable with upper or lower limit), ISO 100 – 16000 selectable (expandable to ISO 50), Multi Frame NR (extendable up to ISO 25600)
Image Quality Modes	RAW, RAW&JPEG, JPEG Fine, JPEG Standard, JPEG Extra Fine
HDMI Connector and BRAVIA Sync	HDMI mini connector (Type-C), BRAVIA Sync (link menu), PhotoTV HD
Image Size: 3:2 (pixels)	L size: 6000 x 4000 (24M) M size: 4240 x 2832 (12M) S size: 3008 x 2000 (6M)
HD movie record	Recording format: AVCHD 2.0 / MP4 Video compression: MPEG-4 AVC (H.264) Image size (pixels) (PAL): AVCHD: 1980x1080 (50p / 28M / PS, 50i / 24M / FX, 50i / 17M/FH, 25p / 24M / FX, 25p / 17M / FH), MP4: 1440x1080 (25fps / 12M), VGA: 640x480 (25fps / 3M)
Electronic Viewfinder	XGA OLED, 1.3 cm (0.5 type) electronic viewfinder (2,359,296 total number of dots), with 100% frame coverage, five display modes and three grid line display modes.
LCD	7.5 cm (3.0-type) type TFT, Xtra Fine LCD with TruBlack technology: with 921,600 dot resolution
Live View System	Quick AF Live View

SteadyShot™ INSIDE	YES
Anti-dust System	Charge protection coating on low-pass filter and image-sensor shift mechanism
Focus Modes	AF/MF selectable. AF modes: Single-shot AF, Automatic AF, Continuous AF
Autofocus System	TTL 19-point phase detection AF system with 11 cross sensors
Exposure Modes	AUTO, AUTO Advanced (AUTO+), Scene Selection, Sweep Panorama, 3D Sweep Panorama, Continuous Advance Priority AE, Movie, Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M)
Exposure Metering System	1200-zone evaluative metering
Exposure Metering Modes	Multi-segment, Centre-weighted, Spot
Scene Selection	Portrait, Landscape, Macro, Sports Action, Sunset, Night Portrait, Night View, Hand-held Twilight
Picture Effect	11 modes (15 effects): Posterization (Colour, B/W), Pop Colour, Retro Photo, Partial Colour (R,G,B,Y), High Contrast Monochrome, Toy Camera, Soft High-key, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature
Creative Style Settings	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn leaves, Black & White, Sepia [Contrast (-3 to +3steps), Saturation(-3 to +3steps), Sharpness(-3 to +3steps)]
Sweep Panorama	YES (2D and 3D)
Auto HDR	YES (available in P/A/S/M modes)
Shutter Speed	1/8000-30sec, Bulb
Exposure Bracketing	1/3 EV, 1/2 EV, 2/3 EV, 2.0 EV, 3.0 EV increments, 3 or 5 frames (2.0 EV, 3.0 EV: only 3 frames)
White Balance Settings	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent(Warm white/Cool White/Day white/Daylight), Flash, C. Temp 2500 to 9900K, C Filter G7 to M7 A7 to B7, 15-step, Custom, AWB micro adjustment
Continuous Advance Shooting	Continuous Advance Priority AE: Maximum 12 images per second Continuous shooting: Hi: Maximum 8 frames per second / Lo: Maximum 3 frames per second Max. continuous shots: Continuous Advance Priority AE mode: Extra fine: 13 images, Fine: 17 images, Standard: 17 images, RAW & JPEG: 11images, RAW: 13images Continuous shooting: Extra fine: 13 images, Fine: 18 images, Standard: 18 images, RAW & JPEG: 11 images, RAW: 13 images
Approx. no. of Shots	Approx. 470 shots with Tru-Finder, approx. 530 shots with LCD monitor (CIPA standard)
Built-in Flash	Auto pop-up, GN12 (in metres at ISO 100), FOV coverage up to 16mm
Flash Modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync., Red-eye reduction (on/off selectable for Autoflash and Fill-flash mode), Wireless*, Hi-Speed Sync.* * With external Flash HVL-F58AM, HVL-F56AM, HVL-F43AM, HVL-F42AM, HVL-F36AMFlash control (ADI flash/ Pre-flash TTL / Manual flash)
Media	Memory Stick PRO Duo / Memory Stick PRO-HG Duo; SD / SDHC / SDXC / UHS-I memory card
Dimensions (WxHxD)	Approx. 142.6 x 104.0 x 80.9mm
Weight	Approx. 653g (body only) Approx. 732g (with battery and Memory Stick PRO Duo)

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\$86.5 billion for the fiscal year ended March 31, 2011. 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.