

SONY

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NEWS RELEASE: *Immediate*

Sony Introduces the α NEX-7: All-In-One Compact Interchangeable Lens Camera with 24.3 Megapixel Resolution

Supreme imaging plus pro performance and handling coupled with creative options



- *24.3 effective megapixels Exmor APS HD CMOS sensor*
- *Quick, responsive autofocus and world's fastest (0.02 sec) release time lag*
- *Quick, versatile new TRINAVI control*
- *High-resolution XGA OLED Tru-Finder™ and built-in flash*
- *Full HD Movie with 50p/25p, manual focus, full P/A/S/M exposure control and improved audio*
- *10fps continuous shooting (Speed priority continuous mode)*

(Singapore, 24 August 2011) – Professional-quality imaging in a user-friendly package has never been easier with the new **α** NEX-7 from Sony. Taking creative options to new extremes, the NEX-7 is styled in magnesium alloy for superior strength and premium looks, and weighs in at a travel-friendly approximately 291g (camera body only).

The NEX-7 features a newly-developed Exmor APS HD CMOS sensor with 24.3 effective megapixel resolution that is teamed with the latest revision of Sony's BIONZ image processing engine.

With the world's fastest shutter release lag of approximately 0.02 seconds, is the fastest of any interchangeable lens digital cameras in the world. On top of that, an improved AF algorithm which doubled the readout speed from the image sensor and more efficient image processing results in an AF that is significantly faster.

A diverse range of creative settings is also easily available through the intuitive new TRINAVI control, where two control dials on the top of the camera are complimented by a control wheel. Pushing the navigation button cycles quickly through various shooting modes, allowing enthusiasts to make custom adjustments and control images with the flexibility of a DSLR camera.

The NEX-7 is also the world's first compact camera that features an XGA OLED (2,359K dot) TruFinder™ for precision framing and focusing. Offering close to 100% frame coverage with a bright, detail-packed and high contrast view of still images and video, the versatile display variations and customisability of the NEX-7's precision electronic viewfinder rivals that of pro-grade optical viewfinders. Additionally, on-screen grid lines and a level gauge can even be displayed to further ensure that framing is accurate.

With support for the new AVCHD Progressive (Ver. 2.0) form, the NEX-7 shoots beautifully smooth and detailed AVCHD Full HD movies in both 50p or 25p frame rates in high-quality stereo sound – all of which appear vividly on the 7.5 cm (3.0") Xtra Fine LCD that can be angled up to 90° up or 45° down for easy viewing in any shooting position. As with stills shooting, Tracking Focus allows a target object to be selected for accurate tracking, even when the subject is moving. In addition, the NEX-7's features TruBlack technology which dramatically

reduces on-screen reflections, providing for super detail and contrast in images and videos captured.

Manual focus is now possible during video shooting. Enthusiasts can also enjoy full control over creating the perfect video image with Programme, Aperture/Shutter Priority and all-Manual modes (PASM) – just like a DSLR camera. Stereo audio quality is improved, with revised circuitry that lowers noise levels, especially when shooting quiet scenes.

In speed priority continuous mode, the NEX-7 captures fast-moving action at up to 10fps (AF/AE fixed) – the world’s fastest burst shooting speed of any mirrorless interchangeable lens camera.

First introduced on the NEX-C3, Picture Effect simplifies the production of sophisticated artistic effects ‘in camera’, with no PC or post-processing needed. There are now 11 modes and 15 effects, including new HDR Painting, Soft Focus, Miniature and Rich-Tone Mono. A generous palette of other artistic imaging functions includes 3D Sweep Panorama, Soft Skin, Auto HDR, Handheld Twilight and Anti Motion Blur Modes.

The NEX-7 introduces an Auto-lock Accessory Shoe, a first for E-mount cameras. Widening opportunities for advanced shooting applications, the shoe supports accessories including HVL-F58AM, F43AM and F20AM Flash, the HVL-MT24AM Macro Twin Flash Kit and CLM-V55 Clip-on LCD Monitor.

Despite its compact E-mount body, the NEX-7 packs a punch with its uncompromising and wide range of capabilities including its built-in GN6 flash, APS-C sensor and the XGA OLED TruFinder™ – all packaged in an attractively-styled body featuring magnesium alloy trimmings, and a thick rubber material which increases steadiness and grip for the discerning consumer

Lenses and accessories

Three new lenses are available for Sony’s E-mount cameras as well. The SEL24F18Z is the E-mount lineup’s first large-aperture F1.8 wide angle lens featuring Carl Zeiss optics, with a 24mm focal length (35mm format equivalent: 36mm), 16cm minimum focus distance, and an aluminum alloy



exterior with refined black finish.

The SEL50F18 is a fixed 50mm (35mm format equivalent: 75mm) telephoto lens, and is the first large-aperture F1.8 lens with Optical SteadyShot built in. Third is the SEL55210, a slim, full HD movie compatible 3.8x zoom lens with an exceptionally wide total zoom range perfect for shooting a wide variety of subjects and situations.

E-mount camera lovers will also appreciate the LA-EA2 lens mount adaptor, which adds high speed shooting capabilities to any E-mount camera. The world's first mount adaptor to be equipped with Translucent Mirror Technology, the LA-EA2 give E-mount camera owners the ability to use all A-mount lenses (except STF and teleconverters) and take advantage of Full-time Continuous AF to accurately focus on and shoot subjects in motion.

Additionally, the LCS-ELC7 Soft Carrying Case combines a closely-fitting body case and lens jacket in genuine leather to protect camera body and lens from scratches and dust, is released exclusively for NEX-7. It's complemented by the STP-XH70 shoulder strap in the same material.

The **α** NEX-7 ultra-compact interchangeable lens digital camera by Sony is available in Asia Pacific from November 2011.

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Specifications Sheet

General	Camera type	Interchangeable lens digital camera with built-in flash
	Lens compatibility	Sony E-mount lenses
Image sensor	Type	APS-C type (23.5 x 15.6mm), "Exmor" APS HD CMOS sensor with primary color filters
	Number of pixels	Approx. 24.3 megapixels (effective), Approx. 24.7 megapixels (total)
	Image sensor aspect ratio	3:2
	Anti-dust system	Charge protection coating on optical filter and ultrasonic vibration mechanism
Recording system (still image)	Recording format	JPEG (DCF Ver. 2.0, Exif Ver.2.3, MPF Baseline compliant), RAW (Sony ARW 2.3 format), 3D MPO (MPF Extended compliant)
	Image size (pixels) 3:2	L: 6000 x 4000 (24M), M: 4240x2832 (12M), S: 3008 x 2000 (6M)
	Image size (pixels) 16:9	L: 6000 x 3376 (20M), M: 4240 x 2400 (10M), S: 3008 x 1688 (5.1M)

	Image size (pixels) Sweep Panorama	Wide: horizontal 12416 x 1856 (23M), vertical 5536 x 2160 (12M), standard: horizontal 8192 x 1856 (15M), vertical 3872 x 2160 (8.4M)
	Image size (pixels) 3D Sweep Panorama	Wide: 7152 x 1080 (7.7M), Standard: 4912 x 1080 (5.3M), 16:9: 1920 x 1080 (2.1M)
	Image quality modes	RAW, RAW & JPEG, JPEG Fine , JPEG Standard
	Picture Effect	11 types (15 variations): Posterization (Color, B/W), Pop Color, Retro Photo, Partial Color (R, G, B, Y), High Contrast Mono, Toy Camera, Soft High-key, Soft Focus, HDR Painting, Rich-tone Mono, Miniature
	Creative Style	Standard, Vivid, Neutral, Clear, Deep, Light, Portrait, Landscape, Sunset, Night Scene, Autumn leaves, B/W, Sepia (Contrast (-3 to +3 steps), Saturation (-3 to +3 steps), Sharpness(-3 to +3 steps))
	Dynamic range functions	Off, Dynamic Range Optimizer (Auto/Level), Auto High Dynamic Range: Off, Auto Exposure Difference, Exposure difference Level (1.0-6.0EV, 1.0EV step)
	Color space	sRGB, Adobe RGB
Recording system (movie)	Recording format	AVCHD Ver. 2.0 (Progressive) / MP4
	Video compression	MPEG-4 AVC (H.264)
	Audio recording format	Dolby Digital (AC-3) / MPEG-4 AAC-LC
NTSC	AVCHD Ver. 2.0, average bit rate	1920 x 1080 60p: 28Mbps (PS), 60i: 24Mbps (FX), 17Mbps (FH) 24p: 24Mbps (FX), 17Mbps (FH)
	MP4 , average bit rate	1440 x 1080 (12Mbps), VGA (3Mbps)
PAL	AVCHD Ver. 2.0, average bit rate	1920 x 1080 50p: 28Mbps (PS), 50i: 24Mbps (FX), 17Mbps (FH) 25p: 24Mbps (FX), 17Mbps (FH)
	MP4 , average bit rate	1440 x 1080 12Mbps VGA 3Mbps
Media		"Memory Stick PRO Duo" , "Memory Stick PRO-HG Duo", SD memory card, SDHC memory card, SDXC memory card
Noise reduction		Long exposure NR: On/Off selectable, available of shutter speeds longer than 1 sec. High ISO NR: High/Normal/Low selectable
White balance	Modes	Auto WB, Daylight, Shade, Cloudy, Incandescent, Fluorescent, Flash, C.Tem<2500 to 9900K>, C.Filter<G7 to M7/A7 to B7>, Custom
	WB fine adjustment	G7 to M7, 15-step / A7 to B7, 15-step
Focus system	Type	Contrast-detection AF
	Focus point	25 points
	Sensitivity range	EV0 to EV20 (at ISO100 equivalent with F2.8 lens attached)
	Focus mode	Autofocus, DMF (Direct Manual Focus), Manual Focus
	AF mode	AF-S: Single-shot AF, AF-C: Continuous AF
	Focus area	Multi Point (25 points) / Center-weighted / Flexible Spot selectable
	Other features	Tracking focus , Predictive control, Eye-Start AF (with LA-EA2), Focus lock

	AF illuminator	Built-in LED, Range: Approx. 0.5m - Approx. 3.0m (E 18-55mm F3.5-5.6 OSS)
Exposure control	Metering type	1200-zone evaluative metering
	Metering sensor	"Exmor" APS HD CMOS sensor
	Metering sensitivity	EV0 to EV20 (at ISO100 equivalent with F2.8 lens attached)
	Modes	Multi-segment, Center-weighted, Spot
	Exposure modes	iAUTO, Programmed AE (P), Aperture priority (A), Shutter-speed priority (S), Manual (M), Sweep Panorama, 3D Sweep Panorama, Anti Motion Blur, Scene Selection
	Scene selection	Portrait, Landscape, Macro, Sports action, Sunset, Night portrait, Night view, Hand-held Twilight
	Exposure compensation	+/- 5EV (in 0.3EV steps)
	Bracketing	3 continuous exposures in 0.3 or 0.7 EV steps
	AE lock	AE is locked when focus is locked in multi-segment metering mode. AE lock button
	ISO sensitivity (Recommended Exposure Index)	ISO100-16000、 AUTO (ISO100-1600)
Viewfinder	Type	1.3 cm (0.5 type) Electronic viewfinder
	Number of dots	2359296 dots
	XGA OLED	Yes
	Brightness control	Auto, Manual (3 steps between -1 and +1)
	Field coverage	Approx. 100%
	Magnification	Approx. 1.09x with 50mm lens at infinity, $-1m^{-1}$
	Diopter adjustment	$-4m^{-1}$ - $+1.0m^{-1}$ (diopter)
	Eye point	Approximately 23mm from the eyepiece, 21mm from the eyepiece frame at $-1m^{-1}$
	Display Contents	Disp. Basic Info, Level, Histogram
	Real-time image-adjustment	ON/OFF
LCD Monitor	Type	7.5cm (3.0-type) wide type TFT (Xtra Fine LCD with TruBlack technology)
	Number of dots (total)	921,600 dots
	Brightness control	Auto, Manual (5 steps between -2 and +2) Sunny Weather mode
	Field coverage	Approx. 100%
	Adjustable angle	Up by approx. 90 degrees, Down by approx. 45 degrees
	Display	Graphic Display, Display All Info, Big Font Size Disp, No Disp. Info, Live View Priority, Level, Histogram, For viewfinder
	Real-time image-adjustment display	ON/OFF
Focus check	MF assist (5.9x, 11.7x), Peaking (Level setting: High/Mid/Low/Off, Color: White/Red/Yellow)	
Face detection	Modes	On/On (Regist. Faces)/Off Face registration, Face selection; Max. number of

		detectable faces 8
Other features		Smile shutter (selectable from 3 steps), Shooting Tips, Help guide
Digital zoom		Precision digital zoom, 1.1x-10x
Shutter	Type	Electronically-controlled, vertical-traverse, focal-plane type
	Shutter speed	1/4000 to 30 sec, bulb
	Flash sync. speed	1/160 sec.
	Electronic front shutter curtain	Yes (ON/OFF)
SteadyShot INSIDE (image stabilization)	Type	Not supported (image stabilization supported on lens)
Flash	Type	Built-in flash
	Guide No.	6 (in meters at ISO 100 equivalent)
	Flash coverage	18mm (focal-length printed on the lens body)
	Control	Pre-flash TTL
	Flash compensation	+/- 3EV in 0.3 EV steps
	Flash modes	Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync.
	Recycling time	Approx. 4 sec
	External flash	Compatible with Auto-lock Accessory shoe
	Wireless control	Supported on External flash
Drive	Drive modes	Single-shot, Continuous shooting, Speed priority continuous shooting, Self-timer (10/2 sec delay selectable), Self-timer (Cont.) (with 10 sec delay 3/5 exposures selectable), Bracketing, Remote Cdr (with separately sold remote commander RMT-DSLR1)
	Speed (max., approx.)	10fps in Speed priority continuous shooting, 3fps in standard continuous shooting *Varies depending on shooting conditions and memory cards
	No. of frame recordable (approx.)	Fine: 10 frames, Standard: 10 frames, RAW: 6 frames, RAW & JPG: 4 frames *Varies depending on shooting conditions and memory cards
Playback		Single (with or without shooting information RGB histogram & highlight/shadow warning), 6/12-frame index view, Enlarged display mode (L: 11.8x, M: 8.8x, S: 6x, Enlarged display mode (L: 16.7x, M: 11.8x, S: 8.3x, Panorama (Standard): 25.6x, Panorama (Wide): 38.8x), Auto Review (10/5/2 sec, Off), Image orientation (On/Off selectable), Slideshow, Panorama scrolling, Folder selection (Still), Forward/Rewind (movie), Delete, Protect
Interface	PC interface	Hi-speed USB (USB2.0): Mass-storage, MTP
	HD output	HDMI mini connector (Type-C), BRAVIA Sync (link menu), PhotoTV HD
	Auto-lock Accessory shoe	Yes
	Compatible OS (USB connection)	Windows XP* SP3, Windows Vista** SP2, Windows 7 SP1, Mac OS X (v10.3-v10.6) *64-bit edition and starter edition not supported. **Starter edition not supported.

Audio	Microphone	Built-in stereo microphone or ECM-SST1 (optional)
	Speaker	Built-in, monaural, Volume settings in 8 steps between 0 and 7
Print	Compatible standards	Exif Print, Print Image Matching III, DPOF setting
Custom function	Custom key settings	Available
Power	Battery	One rechargeable battery pack NP-FW50
	Still images	Viewfinder :Approx. 350 images LCD Monitor :Approx. 430 images (CIPA standard)
	Movies	Viewfinder: Arrox.90 minutes LCD monitor: Approx. 100 minutes *Approx. 29 min., MP4 format movie for up to Approx. 2 GB.
	External power	AC Adaptor AC-PW20 (optional)
Weight	With battery and Memory Stick PRO Duo included	Approx. 350 g Approx. 12.3 oz
	Body only	Approx. 291 g Approx. 10.3 oz
Dimensions	mm (W x H x D) excluding protrusions	Approx. 119.9mm x 69.9mm x 42.6mm Approx. 4 3/4 x2 3/4 x1 11/16 in.
	Minimum thickness mm	Approx. 25.3mm / Approx. 1 in. (without grip and mount)
Operating Temperature	Operating temperature	32 - 104 degrees F / 0 - 40 degrees C

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.