



DT series lenses

- DT11-18mm F4.5-5.6 (SAL1118)
- DT16-105mm F3.5-5.6 (SAL16105)
- DT18-70mm F3.5-5.6 (SAL1870)
- DT18-200mm F3.5-6.3 (SAL18200)
- DT18-250mm F3.5-6.3 (SAL18250)
- DT55-200mm F4-5.6 (SAL55200)

Zoom lenses

- 24-105mm F3.5-4.5 (SAL24105)
- 75-300mm F4.5-5.6 (SAL75300)

Fixed focal length lenses

- 16mm F2.8 Fisheye (SAL16F28)
- 20mm F2.8 (SAL20F28)
- 28mm F2.8 (SAL28F28)
- 50mm F1.4 (SAL50F14)
- 50mm F2.8 Macro (SAL50M28)

- 100mm F2.8 Macro (SAL100M28)
- 135mm F2.8 (T4.5) STF (SAL135F28)
- 500mm F8 Reflex (SAL500F80)

G lenses

- 70-200mm F2.8G (SAL70200G)
- 70-300mm F4.5-5.6G SSM (SAL70300G)* **New**
- 35mm F1.4G (SAL35F14G)
- 300mm F2.8G (SAL300F28G)

Carl Zeiss® lenses

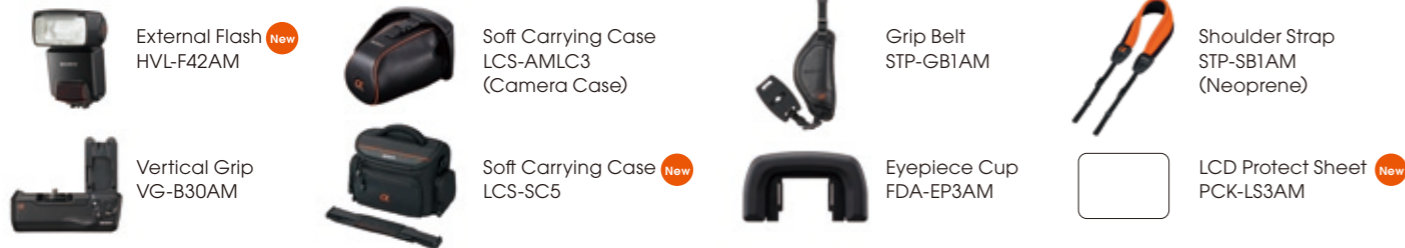
- Planar T* 85mm F1.4 ZA (SAL85F14Z)
- Sonnar T* 135mm F1.8 ZA (SAL135F18Z)
- Vario-Sonnar T* DT16-80mm F3.5-4.5 ZA (SAL1680Z)
- Vario-Sonnar T* 24-70mm F2.8 ZA SSM (SAL2470Z)* **New**

Teleconverters

- 1.4x Teleconverter (SAL14TC)
- 2x Teleconverter (SAL20TC)

DT series lenses are compatible only with digital SLR cameras that are equipped with an APS-C type sensor.
* Available in spring 2008

Optional accessories for α350



Main specifications of α350

System	
Camera type	Digital SLR camera with built-in flash and interchangeable lenses
Lens compatibility	Sony α lenses, Minolta and Konica Minolta AF lenses
Image Sensor	
Sensor type	APS-C type (23.5 x 15.7 mm), with RGB primary color filters
No. of pixels	Approx. 14.2 (effective) / 14.9 (total) megapixels
Anti-Dust system	Charge protection coating on low pass filter and image-sensor shift mechanism
ISO sensitivity range	AUTO, 100 to 3200 (in 1-stop increments, Recommended Exposure Index)
Recording	
Recording format	JPEG (DCF2.0, Exif 2.21), RAW (Sony ARW 2.0 format), RAW + JPEG
Image quality modes	RAW, RAW + JPEG, Fine, Standard
Media	CompactFlash (Type I, Type II), Microdrive * Separately sold "Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1" is necessary to use Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO-HG Duo.
Noise reduction	Long exposure NR: On/Off selectable, available at shutter speeds longer than 1 sec. High ISO NR: On/Off selectable, available at ISO 1600 or higher
Color space	sRGB, Adobe RGB
Other features	Creative Style, D-Range Optimizer (Off, Standard, Advanced)
White Balance	
Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash Color Temperature / Color filter, Custom
Bracketing	3 exposures, H/L level selectable
Focus Control	
Type	TTL phase detection system
No. of focus point	9 points
Modes	AF/MF selectable. AF modes: Single-shot AF, Automatic AF, Continuous AF
Focus area	Wide, Spot, Local (9 local areas selectable)
Other features	Predictive control, Focus lock, Eye-start AF, AF illuminator (Built-in flash, Range: approx. 1 - 5 m)
Exposure Control	
Metering	Type: TTL metering Sensor: 40-segment honeycomb-pattern SPC Sensitivity range: EV 2 - 20 (EV 4 - 20 in spot metering mode), (at ISO 100 with F1.4 lens) Modes: Multi segment, Center-weighted, Spot
Exposure	Modes: Program AE (AUTO, AUTO - Flash Off, P), Aperture priority, Shutter priority, Manual, Scene selection (Portrait, Landscape, Macro, Sports, Sunset, Night portrait / Night view) Exposure compensation: +/-2 EV (in 0.3-stop increments) Bracketing: 3 continuous or single exposures selectable, in 0.3 or 0.7-stop increments

Viewfinder	
Type	Fixed eye-level, penta-Dach-mirror
Coverage	95%
Magnification	0.74 x (with 50mm lens at infinity, -1m ⁻¹)
LCD Monitor	
Type	2.7-inch type, TFT
Total number of dots	230,400 dots
Live View	
Type	Pentamirror tilt system
Image sensor	Dedicated for live view
Metering	1200-zone evaluative
Sensitivity	EV 2 - 17 (at ISO 100 with F1.4 lens, in all metering modes.)
Coverage	90%
SmartTeleconverter function	1.4x or 2x selectable
Other functions	Histogram display, real-time image-adjustment display
Shutter	
Type	Electronically-controlled, vertical-traverse, focal-plane type
Speed range	1/4000 to 30 sec., Bulb
Flash sync speed	1/160 sec.
Super SteadyShot® (Image Stabilization)	
Type	Image-sensor shift mechanism
Compensation effect	Equivalent to approx. 2.5 to 3.5 steps in shutter speeds (varies according to shooting conditions and lens used)
Built-in Flash	
Pop-up	Auto
Guide number	12 (in meters at ISO 100)
Flash coverage	18 mm (focal length printed on the lens body)
Control	ADI, Pre-flash TTL
Drive	
Modes	Single, Continuous, Self-timer (10 sec. / 2 sec. delay selectable)
Continuous shooting speed	Max. 2.5 fps with viewfinder, max. 2 fps in live view mode
No. of frames recordable	JPEG (L size, Fine): until memory card is full, RAW: 4 frames, RAW+JPEG: 3 frames
Power	
Power source	One Rechargeable Battery Pack NP-FM500H * NP-FM55H for DSLR-A100 is not usable.
Others	
Dimension (WxHxD)	Approx. 130.8 x 98.5 x 74.7 mm (5-1/4 x 4 x 3 in.) (excl. protrusions)
Weight	Approx. 582 g (1 lb 4.5 oz) (w/o battery, memory card, accessories)

Specifications are based on the information available at the time of printing and are subject to change without notice.

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Printed in Japan

α350
Digital SLR Camera



14.2
megapixels

Quick AF
Live View

Images of beauty for everyone

α350

When shooting becomes a dialogue

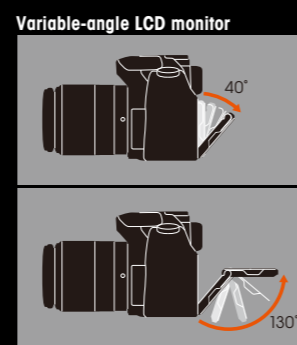
Exclusive new Quick AF Live View and a 14.2-megapixel CCD let you enjoy best-of-class SLR imaging with conversational ease



Choose your angle, choose your shooting style

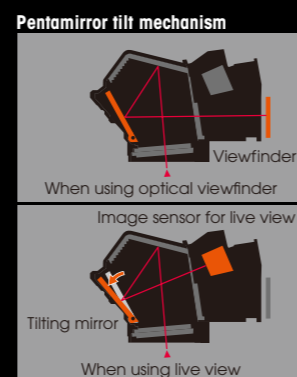
Shoot with freedom

- **Exclusive Sony-developed Quick AF Live View** lets you use the LCD monitor as a viewfinder, so you can frame your subjects with greater ease.
- **2.7-inch, variable-angle LCD monitor** offers 230,400-dot resolution and tilts up and down for easy high-position and low-position shooting.
- **Smart Teleconverter function** for 1.4x and 2x magnification with no reduction in image quality (only image size is reduced).



Shoot with speed

- **Exclusive pentamirror tilt mechanism** enables **true TTL (Through-The-Lens) phase-detection autofocus** even during live view operation.
- **Center-cross 9-point AF sensor system** assures fast autofocus, and accurate predictive focusing when shooting moving subjects.
- **Up to 2.5 fps continuous shooting.**

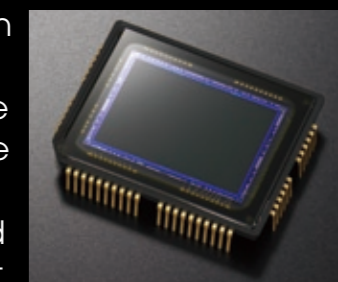


Shoot with confidence

- **Super SteadyShot® image stabilization** is built into the camera body and works with all α series lenses, enabling handheld shooting at shutter speeds 2.5–3.5 steps slower than would otherwise be possible.
- **High ISO noise reduction** further enhances low-light shooting capabilities by suppressing noise at ISO1600 and ISO3200.

Breathtaking image quality with every shot

- **14.2-megapixel CCD image sensor** offers class-leading resolution with fine detail, subtle tonal gradation, and vibrant color.
- **Optimized BIONZ image processor** maximizes the performance potential of the image sensor and α lenses, while reducing noise to ensure higher image quality.
- **Evolved new D-Range Optimizer** delivers beautifully balanced exposures with rich shadow and highlight detail, even in backlit situations.
- **Anti-dust protection** employs high-speed vibration and anti-static coatings to keep foreign particles from adhering to the image sensor.



14.2-megapixel CCD

Enhanced operating ease in every situation

- **Auto pop-up flash** provides additional illumination to help assure proper exposure in low light and backlight.
- **1200-zone evaluative metering** assures optimum exposure balance during live view shooting.
- **Creative Style settings** enable easy adjustment of image parameters to suit various shooting situations or creative goals.
- **Scene Selection modes** ensure optimum exposure and color in a wide range of situations with one-touch ease.
- **Advanced InFoLITHIUM™ battery (NP-FM500H)** boasts class-leading stamina for up to 730 shots. * When using the optical viewfinder.
- **Optional vertical grip (VG-B30AM)** features essential controls for easy vertical-format shooting, and the additional power of two NP-FM500H batteries.

* Monitor images are simulated.