

NEWS RELEASE: *Immediate*

SONY LAUNCHES NEW NEX-F3 CAMERA WITH 180° TILTABLE LCD SCREEN FOR EASY SELF PORTRAITS



- ***APS-C size 16.1 effective megapixel Exmor™ APS HD CMOS sensor***
- ***Auto Portrait Framing for easy, top-quality portraits***
- ***180° tiltable LCD screen for easy self-portraits***
- ***Built-in flash helpful in low-light conditions***

(SINGAPORE, 17 MAY 2012) – Have fun exploring the creative world of high-quality imaging with interchangeable lenses. If you're looking for DSLR-style results with less to carry, the NEX-F3 compact system camera from Sony makes 'big-camera' picture quality refreshingly accessible.

The pocket-sized NEX-F3 features the same space-saving mirrorless design as other cameras in the E-mount family. Far bigger than sensors found in point-and-shoot compacts, the 16.1

effective megapixel Exmor™ APS HD CMOS sensor captures more light for flawless, low-noise stills and crisply detailed Full HD video (50i/25p). Just like traditional DSLR cameras, it's easy to create beautiful defocus effects with your subject focused sharply against a smoothly blurred background.

The NEX-F3 helps inexperienced photographers craft top-quality portraits without effort. Auto Portrait Framing identifies your sitter's position, trimming the scene to create beautifully composed, high resolution portrait photos.



Self-portraits are simple, too. Just hold the camera at arm's length and flip the LCD 180° to see yourself clearly. Then press the shutter button, or let Smile Shutter take the picture for you automatically.

Shooting options in dim light or indoors are broadened with the additional of a useful built-in flash. As introduced on the acclaimed NEX-7, this handy pop-up flash lets you brighten up portraits and other shots without the need to carry an additional flash accessory.

Getting close to your subject used to mean packing a more powerful lens. But now you can enjoy high-quality close-ups with Clear Image Zoom that doubles effective magnification of your lens. Unique to Sony, By Pixel Super Resolution Technology maintains superb image detail,

tones and textures. Ideal for travel and everyday shooting, it's a great way to boost your maximum focal length without carrying extra hardware.

New to digital photography? The NEX-F3 takes the guesswork out of choosing from the generous range of functions on offer. Superior Auto mode intelligently recognises a wide range of scenes and subjects, adjusting settings with the skill of a seasoned photographer.

Other refinements make the NEX-F3 a must-have choice for photographers stepping up from their point-and-shoot compact. The camera's premium feel is enhanced by a high-quality handgrip for positive, comfortable handling. Battery stamina has also been boosted to approximately 470 shots from a single charge – an 18% (approx.) improvement on the NEX-C3. Easy charging via USB simplifies battery top-ups when you're travelling.

SEL18200LE E18-200mm F3.5-6.3 telephoto zoom lens

An ideal travel partner for not just the NEX-F3 but the entire Sony E-mount family, the new SEL18200LE E18-200mm F3.5-6.3 OSS LE offers a powerful 11x zoom range, and superb resolution in an easy-to-carry lens. Smaller and 12 per cent lighter than its predecessor the SEL18200, the new E-mount lens features Optical SteadyShot, to compensate for the effects of hand-shake. Direct Manual Focus also gives precise control over touching-up focus, for fine creative control over beautiful images.

Additionally, customise your NEX-F3 and the SEL18200LE lens with a full range of coordinating accessories available. The super-soft LCS-EMH carrying case gives quick access to the camera and attached lens; while the LCS-EJC3 casual camera case fully protects the camera and lens. Other accessories include the LCS-EBS3 body case and shoulder strap kit, LCS-EB31 body case and STP-WS2 wrist strap.

The NEX-F3 compact system camera and the SEL18200LE E18-200mm F3.5-6.3 telephoto zoom lens will be available in Asia Pacific from June 2012.

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Specifications Sheet

Features	NEX-F3
Type	Digital compact system camera with interchangeable lenses
Lens Compatibility	E-mount lens system. Can also use A-mount lenses with optional adaptor (continuous AF supported with LA-EA2)
Image Sensor	APS-C type (23.5 x15.6 mm) Exmor™ APS HD CMOS sensor with 16.1 effective megapixels
Processor	BIONZ™ image processor
ISO Sensitivity Range	ISO 200 – 16000 (still images)
HD movie record	Full HD AVCHD 1920 x 1080 50i*/25p; MP4 1440 x 1080 25fps *25fps Image sensor output
Electronic Viewfinder	(Optional Electronic Viewfinder FDA-EV1S)
LCD	7.5cm (3") wide type TFT (Xtra Fine LCD) with 921k dot resolution; tilts upwards approx. 180 degrees, downwards approx. 13 degrees
Digital Zoom	Clear Image Zoom: approx. 2x (still images) Smart Zoom: approx. 1.4x/2x (still images) Digital Zoom: approx. 4x (still images / movies)
SteadyShot™ INSIDE	(Optical image stabilisation available with selected E-mount lenses)
Autofocus System	Contrast detection AF system; Object Tracking AF
Picture Effect	11 types (15 variations): 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
Continuous Burst Shooting	Up to 5.5 frames per second (in Speed Priority mode)
Battery life (still images)	Approx. 470 shots (CIPA measurement)
Built-in Flash	GN6 (in metres at ISO 100)
Other features	Auto Portrait Framing and Self-Portrait; Face Detection and Smile Shutter; Superior AUTO; Sweep Panorama (2D/3D); Auto HDR; DRO; Hand-held Twilight mode; Creative Styles; Photo Creativity interface; USB Charge
Media	Memory Stick PRO Duo / Memory Stick PRO-HG Duo; SD / SDHC / SDXC
Dimensions (WxHxD)	Approx. 117.3 mm × 66.6 mm × 41.3 mm (excluding protrusions)
Weight	Approx. 255g (body only) Approx. 314g (with battery and Memory Stick PRO Duo)
Supplied software	PlayMemories Home

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