

SONY

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NEWS RELEASE:

Sony Launches α 65 Camera with Class Leading AF-enabled Continuous Shooting at 10 Frames Per Second

Translucent Mirror Technology and Exmor APS HD CMOS Sensor brings professional-grade performance to budding photographers



- *Advanced version of award-winning Translucent Mirror Technology*
- *24.3 effective megapixel Exmor APS HD CMOS Sensor*
- *Up to 10fps continuous shooting with Full-time Continuous AF*
- *AVCHD Ver. 2.0 (Progressive) Full HD Movie at 60p (50p)*
- *World's first* XGA OLED Tru-Finder™ for high-precision and versatile shooting*
- *Compact design*

(Singapore, 24 August 2011) – Sony’s range of interchangeable lens cameras continues to grow today with a new A-mount model that brings advanced features to beginning photographers, the **α65**. The camera is the fastest in its class, and outperforms many cameras that cost thousands more.

Advanced level performance for the entry level user

Inside the sleek, compact frame of the **α65** is an advanced version of Sony’s award-winning Translucent Mirror Technology with a 15-point AF 3 cross-sensor system and full-time continuous AF, delivering fast shooting at up to 10fps. Meanwhile, Sony’s enhanced Exmor APS HD CMOS sensor (24.3 effective megapixel resolution) and newly developed BIONZ image processor ensures every shot has ultra-low noise and excellent image fidelity, making it easy for new photographers to take professional looking shots.

What You See Is What You Get

The **α65** contains a host of advanced features, including the world’s first XGA OLED Tru-Finder™, providing the best resolution, contrast and responsiveness of any 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 **α65** also offers a 2-way adjustable 3” Xtra Fine LCD, which offers high resolution (921k dots) and TruBlack technology for superb detail and contrast. The adjustability of the screen makes it possible to frame a shot from a much wider range of angles for amazing versatility.

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

The **α65** is not just for up and coming photographers, but young filmmakers as well. 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) – a feature seldom found even in professional-grade interchangeable lens cameras. 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.

The **α65** 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-A65
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 – 16000), ISO 100 – 16000, selectable Multi Frame NR (extendable up to ISO 25600)
Image Quality Modes	RAW, RAW&JPEG, JPEG Fine, JPEG Standard
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 the 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 921600 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 15-point phase detection AF system with 3 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 "Flash Off")
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, Portrait, Landscape, Sunset, Black & White [Contrast (-3 to +3steps), Saturation(-3 to +3steps), Sharpness(-3 to +3steps)]
Sweep Panorama	YES (2D and 3D)
Auto HDR	YES (2D and 3D)
Shutter Speed	1/4000-30sec, Bulb
Exposure Bracketing	1/3 EV, 2/3 EV steps, 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 10 images per second Continuous shooting: Hi: Maximum 8 frames per second / Lo: Maximum 3 frames per second Continuous Advance Priority AE mode: Fine: 17 images, Standard: 18 images, RAW & JPEG: 11 images, RAW: 13 images Continuous shooting: Fine: 18 images, Standard: 18 images, RAW & JPEG: 11 images, RAW: 13 images
Approx. no. of Shots	Approx. 510 shots with Tru-Finder, approx. 560 shots with LCD monitor (CIPA standard)
Built-in Flash	Auto pop-up, GN10 (in metres at ISO 100), FOV coverage up to 18mm

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 memory card
Dimensions (WxHxD)	Approx. 132.1 x 97.5 x 80.7mm
Weight	Approx. 543g (body only) Approx. 622g (with battery and Memory Stick PRO Duo)

About Sony Electronics Asia Pacific

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.