

SONY

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NEWS RELEASE: *Immediate*

Sony Unveils New α NEX-5N Camera with World's Fastest Release Time Lag and Quick, Responsive Autofocus

Professional quality in your pocket with 16.1-megapixel resolution and Full HD 50p video



- 16.1 effective megapixels Exmor™ APS HD CMOS sensor and new BIONZ processor enabling ISO 25600 high sensitivity
- Full HD Movie with 50p/25p, manual focus, full P/A/S/M exposure control and improved audio
- Tilt-angle 7.5cm (3") Xtra Fine LCD touch-screen and easy-to-use Photo Creativity interface
- 10 fps continuous shooting (In Speed Priority Continuous mode)
- Styled in magnesium, just 23.3mm slim¹

¹ Distance from front of body to LCD monitor screen surface

(Singapore, 24 August 2011) – The new α NEX-5N from Sony draws on the positive acceptance of the NEX-5 and offers superb responsiveness, image quality and creativity of a DSLR camera – all in a compact body.

Styled in tough, light magnesium alloy and just 23.3mm at its slimmest point, the NEX-5N is a step forward from its predecessor in terms of still image and HD video quality, powerful creative features and intuitive interface.

With a release time lag of approximately 0.02 seconds, the NEX-5N 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 than the current NEX-5 model.

The NEX-5N shoots smooth AVCHD Progressive (Ver.2.0) Full HD movies with high-quality stereo sound at 50p. This is a world's first for interchangeable lens cameras with an APS-C size sensor. Faster readout from the sensor increases the maximum frame rate to 60 fps (50fps in case of PAL mode) over the previous 30 fps (25fps in PAL). When shooting at the 24p setting, movies achieve a beautiful expressive and artistic feel. With stills shooting, Tracking Focus allows a target object to be selected via the touch-screen for accurate Tracking, even when the subject is in motion.

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The camera is also Sony's first E-mount interchangeable lens camera that features an intuitive new Photo Creativity Touch interface. Background Defocus, Exposure, Picture Effect and other adjustments can be previewed, applied and combined in an instant all via the LCD touch panel and control dial. The Programme, Aperture/Shutter Priority and all-Manual modes (PASM)

allows users full control over exposure. Stereo audio quality is improved, with revised circuitry that lowers wind noise levels, especially when shooting quiet scenes.

First introduced on the NEX-C3, the Picture Effect function allows users to create sophisticated artistic effects within the camera without the need of a PC or post-processing. There are now 11 modes and 15 effects which includes new HDR Painting, Soft Focus, Miniature, Rich-Tone Monochrome and soft High-Key. Other interesting imaging functions include 3D Sweep Panorama, Soft Skin, Auto HDR, Handheld Twilight and Anti Motion Blur Modes.

The camera's 7.5 cm (3.0") Xtra Fine LCD angles up to 80° up or 45° down for easy viewing in any shooting position. TruBlack technology assures excellent detail and contrast dramatically reducing on-screen reflections. Enhanced by the new Photo Creativity Touch interface, the LCD makes composition, shot review and adjustment of camera settings easier and more flexible.

Lenses and accessories

Three new lenses are available for Sony's E-mount cameras as well. The SEL24F18ZA 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.

For all 3 lenses, Optical SteadyShot image stabilisation keeps images sharp even in low lighting conditions, while two ED glass elements and two aspherical elements achieve excellent optical performance for outstanding image quality throughout the zoom range, with fast, accurate and quiet AF.

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. And, for those looking to sharpen their photo shooting skills, the FDA-EV1S Electronic Viewfinder adds Sony's unique XGA OLED Tru-Finder™, featuring XGA (2,359K dot) resolution, 100% field of coverage, and high contrast for capturing every shot with perfect accuracy.



LA-EA2



FDA-EV1S

The **α** NEX-5N ultra-compact interchangeable lens digital camera by will be available in Asia Pacific from October 2011.

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Specifications Sheet

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| General | Camera type | Interchangeable lens digital camera |
| | 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. 16.1 megapixels (effective), Approx. 16.7 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 2.2 format), 3D MPO (MPF Extended compliant) |
| | Image size (pixels) 3:2 | L: 4912 x 3264 (16M), M: 3568 x 2368 (8.4M), S: 2448 x 1624 (4M) |
| | Image size (pixels) 16:9 | L: 4912 x 2760 (14M), M: 3568 x 2000 (7.1M), S: 2448 x 1376 (3.4M) |

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| | 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, Portrait, Landscape, Sunset, B/W (Contrast (-3 to +3 steps), Saturation (-3 to +3 steps), Sharpness (-3 to +3steps)) |
| | Dynamic range functions | Off, Dynamic Range Optimizer Auto/Level), Auto High Dynamic Range: Off, Auto Exposure Difference, Exposure difference Level (1.0-6.0 EV, 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 |

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| | Other features | Tracking focus , Predictive control, Eye-Start AF (with both FDA-EV1S and LA-EA2), Focus lock |
| | AF illuminator | Built-in LED, Range: Approx. 0.3m - Approx. 4.0m (E 16mm F2.8) 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 | +/- 3EV (in 0.3 EV steps) |
| | Bracketing | 3 continuous exposures in 0.3 or 0.7 EV steps |
| | AE lock | AE is locked when focus is locked |
| | ISO sensitivity (Recommended Exposure Index) | ISO100 to 25600 (1 EV step), AUTO (ISO100 to 3200) |
| Viewfinder | | (Optional viewfinder FDA-EV1S or FDA-SV1 is necessary) |
| LCD Monitor | Type | 7.5cm (3.0-type) wide type TFT (Xtra Fine LCD with TruBlack technology) |
| | Touch panel | Electrostatic type |
| | 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. 80 degrees, down by approx. 45 degrees |
| | Display | Graphic Display, Display All Info, Big Font Size Disp, No Disp. Info, Histogram, For viewfinder |
| | Real-time image-adjustment display | ON/OFF |
| | Focus check | MF assist(4.8x, 9.5x), 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) |

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| SteadyShot INSIDE (image stabilization) | Type | Not supported (image stabilization supported on lens) |
| Flash | Type | External flash HVL-F7S (supplied) attachable to Smart Accessory Terminal 2 |
| | Guide No. | 7 (in meters at ISO 100 equivalent) |
| | Flash coverage | 16mm (focal-length printed on the lens body) |
| | Control | Pre-flash TTL |
| | Flash compensation | +/- 2EV in 0.3 EV steps |
| | Flash modes | Flash off, Autoflash, Fill-flash, Slow Sync., Rear Sync. |
| | Recycling time | Approx. 4 sec |
| | External flash | Smart Accessory Terminal compatible flash HVL-F20S (optional) |
| 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 optional 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: 14x, M: 11x, S: 7.3x, Panorama (Standard): 24x, Panorama (Wide): 34x), 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 |
| | Smart Accessory Terminal 2 | 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 | Approx. 430 images (CIPA standard) |
| | Movies | Approx 120 minutes (1920 x 1080, 17Mbps) *Approx. 29 minutes, MP4 format movie for up to Approx. 2 GB. |
| | External power | AC Adaptor AC-PW20 (optional) |

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| Weight | With battery and Memory Stick PRO Duo included | Approx. 269 g Approx. 9.5 oz |
| | Body only | Approx. 210g Approx. 7.4 oz |
| Dimensions | mm (W x H x D) excluding protrusions | Approx. 110.8mm x 58.8mm x 38.2 mm Approx. 4 3/8 x 2 3/8 x 1 9/16 in. |
| | Minimum thickness mm | Approx. 23.3mm / Approx. 15/16 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.