

Feb 20, 2013 10:41 CET

## Easy to handle, easy to use: the new NEX-3N by Sony puts pro-quality images in everyone's reach

Moving up from your fixed lens camera? Travel light with the compact, easy to use NEX-3N E-mount camera with built-in flash – an exciting introduction to the world of interchangeable lens photography by Sony.

Self-portraits have never been simpler with the NEX-3N, thanks to the camera's easy-to-hold textured grip that fits reassuringly in the hand. The crisp, bright 7.5cm (3.0-type) LCD screen instantly flips through 180 degrees for fuss-free arm's-length compositions. What's more, a newly-added zoom lever on the camera body allows smooth, fingertip control of focal length with compatible lenses like the slim, light SELP1650 power zoom. Great for one-handed portrait framing, the zoom lever also adjusts digital zoom if you're not using a powered lens.

All serious photographers know that great photos start with a great composition. Brand new Auto Object Framing helps you get better-looking, more professional results without effort. The camera judges what's in the scene – one person, two people or even macro and moving objects – automatically cropping the shot to create more powerful, professionally-framed compositions.

Weighing approximately 210g, the NEX-3N is the world's smallest, lightest interchangeable-lens camera with a large APS-C sized sensor\*. Grabbing more light than the sensor in ordinary compact cameras, it's the big sensor that's key to exquisitely detailed photos and sparkling Full HD movies that stand out from the crowd. What's more, it's easy to create pro-style background blur effects with your collection of interchangeable E-mount lenses... just like you'd achieve with a bigger, bulkier DSLR camera.

The camera's large sensor also boosts maximum sensitivity to ISO 16000. It's

complemented by an evolved BIONZ processor that uses the same area-specific noise reduction techniques featured on the acclaimed full-frame X99. Levels of noise reduction and sharpness are individually adjusted for different image areas. Even if you're shooting in dim light, you'll enjoy crisp, ultra-low noise handheld shots without needing flash.

The NEX-3N is also the first NEX interchangeable lens camera from Sony that offers support for new "TRILUMINOS Colour". You'll experience a dramatically expanded palette of vivid, ultra-realistic colours when videos and still images are played back on any BRAVIA TV with support for "TRILUMINOS Display".

There's now a range of thirteen high-quality E-mount lenses to realise the immense creative potential of the NEX-3N. Choose from telephoto, zoom, wide angle, macro lenses by Sony and Carl Zeiss to suit any shooting situation. Every model blends superb optical performance with elegant looks to complement your E-mount camera. There's also a full range of coordinating accessories by Sony, from style-matching carry cases and straps to spare batteries.

The light, compact new NEX-3N interchangeable lens camera from Sony is available in Europe from March 2013.

\* Among interchangeable-lens cameras with an APS-C sensor and pop-up flash, as of Feb 2013.

- Ends -

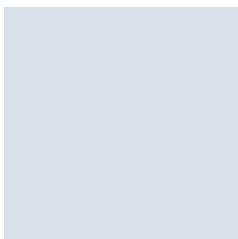
## Technical specifications

	<b>NEX-3N</b>
Image sensor	Exmor APS HD CMOS with approx. 16.1 effective megapixels
Autofocus system	Contrast-detection with 25 AF points
ISO sensitivity range	Still images: ISO 200 – 16000 Movies: ISO 200 – 3200 equivalent

Movie recording format	AVCHD 50i/25p
Optical viewfinder	N/A
LCD screen	7.5cm / 3.0-type 460K-dot; tilt angle up 180°
Continuous shooting	4 fps (approx.)
Picture Effect	11 modes, 15 effects
Dimensions	109.9 x 62.0 x 34.6 mm (approx.)
Weight (with battery and memory card; approx.)	269 g
Weight (body only; approx.)	210 g
Battery life (approx.)	480 shots (CIPA standard)
Connections / interfaces	Multi/Micro USB* (allows charging); HDMI Type D  <i>*Supports Micro USB compatible device</i>
Built-in flash	GN4; ISO 100·m / (GN6; ISO 200·m)

About Sony Corporation Sony Corporation is responsible for the Electronics Products & Solutions (EP&S) business in the Sony Group. With the vision of "continuing to deliver Kando and Anshin to people and society across the world through the pursuit of technology and new challenges," Sony will create products and services in areas such as home entertainment & sound, imaging, and mobile communications. For more information, visit: <http://www.sony.net/>

## Contacts

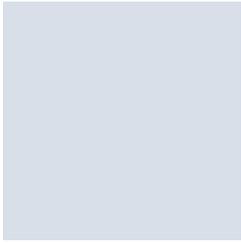


### **Sony Europe PR Team**

Press Contact

PR Team

[press@eu.sony.com](mailto:press@eu.sony.com)



## **Press Contacts in your country**

Press Contact