



Sep 03, 2014 17:00 CEST

Fabulous photos at your fingertips – Sony releases update to PlayMemories Mobile smartphone app

Sony's updated PlayMemories Mobile app version 5.0 is great news for

smartphone owners who care about shooting and sharing better pictures.

Available from the 4th September 2014, for free download (iOS and Android), this handy app plays beautifully with Sony's QX10, QX30, QX100 and QX1 lens-style cameras that bring serious shooting power to your smartphone or tablet.

One-touch wireless connection by NFC between phone and lens-style camera is quicker than ever – even more so if you're an Xperia[i] phone user. Then compose, review and share shots or tweak camera functions on your phone screen with fingertip ease.

The app's slick, speedy interface gets a makeover for even surer one-handed operation. There's also a new touch shutter function that allows fumble-free shooting just by touching your phone screen when using a QX Lens-style camera.

Advanced new features reinforce the feeling that you're shooting with a serious camera, not just snapping haphazardly with your smartphone.

On-screen focus frames pop up to confirm that the QX's powerful autofocus system is locked firmly onto your target – even multiple faces in group shots.

Another staple of pro-quality cameras, grid lines help ensure that everything's straight and true in your composition with no wonky horizons.

Group selfies are even easier with a new Mirror mode that lets you frame shots in confidence with the camera held at arm's length.

There's also support for GPS[iii], automatically tagging photos with location data captured using the new QX1 lens-style camera.

PlayMemories Mobile Version 5.0 for iOS and Android is available now for free download.

[i] Please check at www.sony.co.uk for Xperia phone compatibility

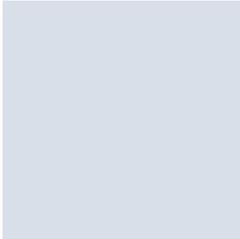
[iii] PMM v5.0 uses GPS data from the connected smartphone

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recorded consolidated annual sales of approximately \$75 billion for the fiscal year ended March 31, 2014. Sony Global Web Site:

<http://www.sony.net/>

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