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## Precision Photography: Sony introduces α68 A-mount camera with 4D FOCUS

*Uncompromising features and performance for demanding amateur photographers*

- 4D FOCUS for fast, accurate tracking autofocus with world's highest[i] number of 79 AF points
- Translucent Mirror Technology™ delivers constant AF tracking at up to 8fps[iii] continuous shooting
- 24.2MP[iii] APS-C Exmor™ CMOS image sensor delivers wide ISO 100-25600[iv] sensitivity range
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**BIONZ X™ image processing engine enables the capture of high-quality images**

- **Precise OLED Tru-Finder™, tiltable LCD monitor, top display panel and custom controls**
- **SteadyShot™ INSIDE works with all 34 A-mount lenses**
- **Full HD video with high bit-rate 50Mbps XAVC S[v] format**

The new [α68 \(ILCA-68\)](#) camera from Sony lets enthusiastic photographers discover even more creative opportunities with their precious collection of A-mount lenses.

Inheriting many pro-style features from the acclaimed [α77 II](#), the [α68](#) features Sony's unique [4D FOCUS](#) system that delivers extraordinary AF performance under any shooting conditions – even in lighting as low as EV-2 where other cameras struggle.

This phase detection system uses no less than 79 autofocus detection points including 15 cross points, plus a dedicated F2.8 AF sensor point for dimly-lit scenes. It all adds up to fast, wide area AF with predictive tracking that locks faithfully onto fast-moving subjects. And thanks to Sony's unique Translucent Mirror Technology, the [α68](#) delivers constant AF tracking at up to 8fps<sup>ii</sup> continuous shooting.

Whether you're shooting stills or movies, peerless image quality is assured by the 24.2MP<sup>iii</sup> APS-C Exmor CMOS image sensor with wide ISO 100-25600<sup>iv</sup> sensitivity range. It's teamed with Sony's speedy BIONZ X image processor that uses Detail Reproduction and Diffraction-reducing Technologies plus Area-specific Noise Reduction for pristine, finely detailed shots every time.

Full HD movies use the efficient XAVC S<sup>v</sup> format for high bit rate recordings at up to 50 Mbps with outstanding detail and low noise. And thanks to Sony's unique Translucent Mirror Technology, you can enjoy non-stop continuous autofocus that effortlessly tracks moving subjects for crisp, professional looking footage, whichever format you choose to record in.

With a powerful array of creative features to explore, the [α68](#) has plenty to offer experienced amateurs as well as step-up photographers and newcomers to interchangeable lens cameras.

Framing stills and movies is a pleasure through the clear, bright OLED Tru-Finder. 100% frame coverage ensures you see exactly what you're shooting, with high contrast and faithful colour reproduction helping you focus manually with absolute confidence.

Complementing the Tru-Finder, the 2.7-type LCD monitor tilts up to 135 degrees upwards or 55 degrees downwards for comfortable composition from a wide variety of shooting angles. Serious photo enthusiasts will also value the backlit top display that allows quick confirmation of camera settings, whether you're shooting handheld or on a tripod.

As found on the critically praised **α7** series, there's a control wheel on the camera's rear that allows quick fingertip adjustment of camera settings. In addition, 10 customisable buttons [\[vi\]](#) can be assigned for instant access to frequently-used functions. There is a front control dial for quick adjustments of settings and a sturdy grip to ensure that you are balanced, even when using heavyweight prime or telephoto lenses.

SteadyShot INSIDE reduces the effects of camera shake for blur-free handheld shooting – at all focal lengths and with any compatible lens.

The inclusion of a Multi Interface Shoe and Multi Terminal lets you expand creative options further with a wide range of optional accessories, including flashes, lights, microphones and remote commanders.

The new **α68** A-mount interchangeable lens camera from Sony will be from March 2016 for approximately €600 body only or €700 with DT18-55mm F3.5-5.6 SAM II lens.

– Ends –

### **α68 (ILCA-68) technical specifications**

<b>Lens mount</b>	A-mount
<b>Image sensor</b>	APS-C <b>α</b> 23.5 x15.6 mm)Exmor CMOS image sensor

<b>Number of pixels (effective)</b>	Approx. 24.2 megapixels	
<b>Recording format</b>	<b>Still</b>	JPEG (DCF Ver.2.0, Exif Ver.2.3, MPF Baseline compliant), RAW (Sony ARW 2.3 format)
<b>Movies</b>	XAVC S format /AVCHD format Ver.2.0 compliant/MP4	
<b>Media</b>	Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick Micro (M2), SD memory card, SDHC memory card (UHS-I compliant), SDXC memory card (UHS-I compliant), microSD memory card, microSDHC memory card, microSDXC memory card	
<b>Focus system</b>	<b>Type</b>	Phase detection AF
<b>Focus point</b>	79 points (including 15 cross points), F2.8 AF sensor point	
<b>Sensitivity range</b>	EV-2 - 18 at ISO 100 equivalent	
<b>Exposure control</b>	<b>Metering type</b>	1200 zone-equivalent metering
<b>Sensitivity Range</b>	Still Images: ISO 100 - 25600 (1/3 EV steps) Movies: ISO100 - 12800 equivalent (1/3 EV steps)	
<b>Shutter</b>	<b>Shutter Speed</b>	Still images 1/4000 to 30sec, Bulb, Movies 1/4000-1/4sec
<b>Electronic front curtain shutter</b>	Yes (On/Off)	
<b>SteadyShot INSIDE (image stabilisation)</b>	<b>Type</b>	Still: Image Sensor-Shift mechanism Movie: Electronic
<b>Drive</b>	<b>Continuous shooting speed</b>	Continuous Advance Priority AE: Max. 8fps, Continuous shooting Hi: Max. 5fps, Continuous shooting Lo: Max. 2.5fps

<b>Movie Mode (Resolution/ Frame Rate/ Bit Rate)</b>	<b>XAVC S HD</b>	1920 x 1080 50Mbps (30p/25p[vii], 24p)
<b>AVCHD</b>	1920 x 1080 24Mbps(FX), 17Mbps(FH) (60i/50i <sup>vii</sup> ) 1920 x 1080 24Mbps(FX), 17Mbps(FH) (24p/25p <sup>vii</sup> )	
<b>MP4</b>	1440 x 1080 12Mbps , VGA 3Mbps	
<b>Viewfinder</b>	<b>Type</b>	Electronic viewfinder (OLED Tru-Finder $\boxtimes$ )
<b>Total number of dots</b>	1,440,000 dots	
<b>Field coverage</b>	100%	
<b>Magnification</b>	Approx. 0.88x (35mm camera equivalent: Approx. 0.57x) with 50mm lens at infinity, $-1\text{m}^{-1}$	
<b>LCD screen</b>	<b>Type</b>	2.7" type TFT LCD
<b>Total number of dots</b>	460,800 dots	
<b>Adjustable angle</b>	Up approx. 135 degrees, down approx. 55 degrees	
<b>Audio</b>	<b>Microphone</b>	Built-in stereo microphone
<b>Speaker</b>	Built-in, monaural	
<b>Interface</b>	Multi Interface Shoe, HDMI micro connector (Type-D), Microphone terminal (3.5mm Stereo minijack), Multi/Micro USB Terminal, DC-IN Terminal	
<b>Built-in Flash</b>	GN12 (ISO100, m, Flash angle 16mm)	
<b>Battery</b>	Rechargeable battery pack NP-FM500H	

<b>Weight</b>	Approx.610g (Body Only) / Approx.690g (With battery and media)
<b>Dimensions (W x H x D, CIPA compliant)</b>	Approx. 142.6 × 104.2 × 80.9 mm
<b>Operating temperature</b>	0-40°C

For more information, please contact your local PR manager or:

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[\[i\]](#) Among interchangeable-lens digital cameras with a dedicated phase-detection AF sensor (as of November, 2015).

[\[ii\]](#) In Tele-Zoom Continuous Advance Priority AE

iii Approximate effective megapixels

[\[iv\]](#) Still Images: ISO 100 – 25600, Movies: ISO100 - 12800 equivalent

[\[v\]](#) A Class 10 or higher SDHC/SDXC memory card is required to record movies in the XAVC S format

[\[vi\]](#) Total 10 customisable buttons including two dedicated custom buttons + 8 assignable buttons

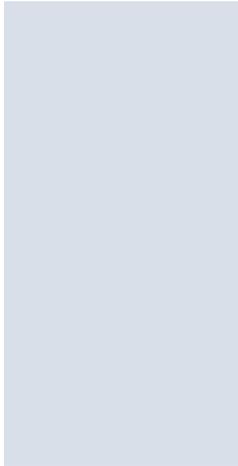
[\[vii\]](#) NTSC / PAL

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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 online businesses, Sony is uniquely positioned to be the

leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$68 billion for the fiscal year ended March 31, 2015. Sony Global Web Site: <http://www.sony.net/>

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