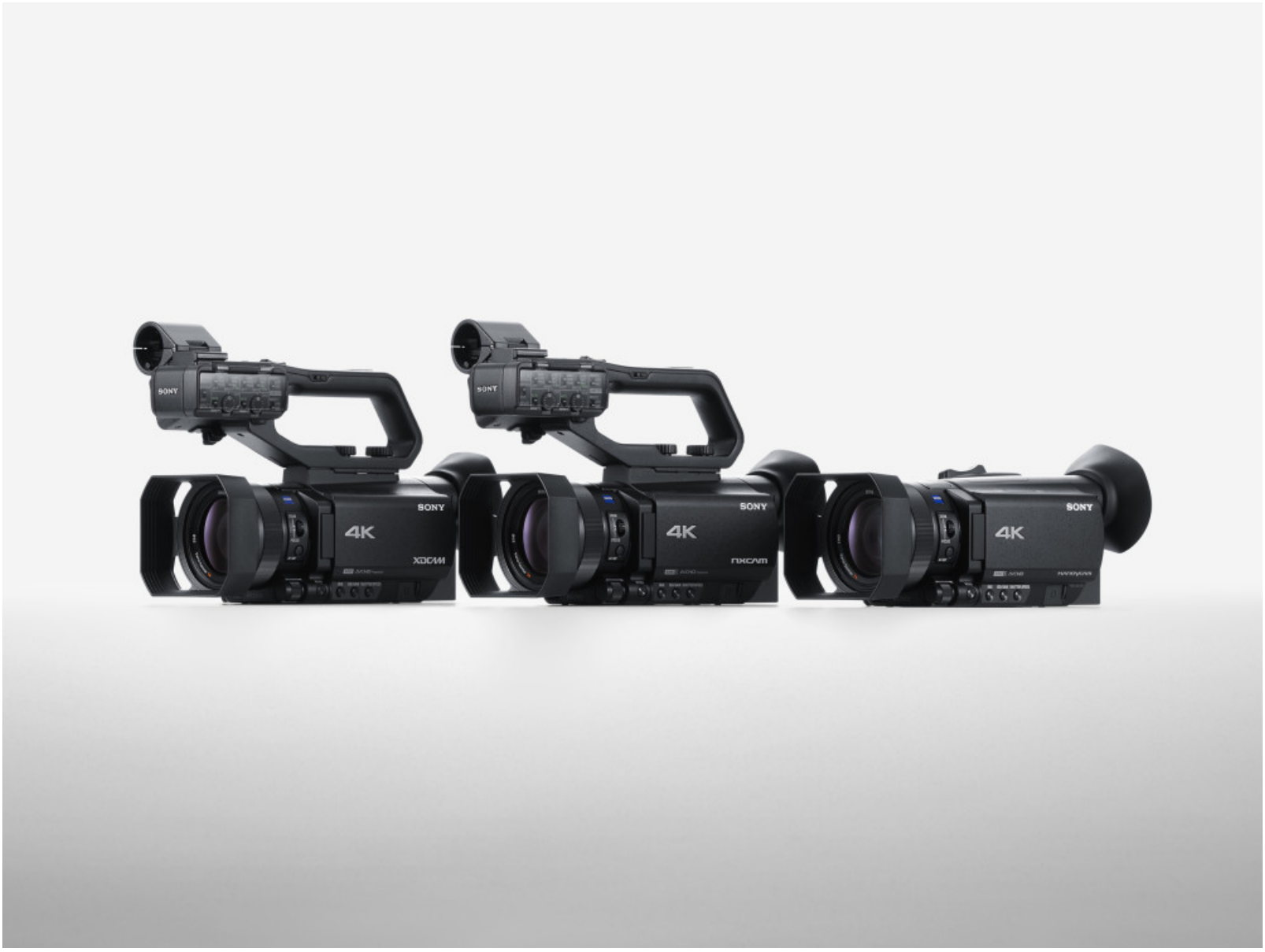

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Sony announces three new palm camcorders featuring stunning Autofocus performance with 273-point phase-

detection AF sensor and 4K HDR recording

The new XDCAM® PXW-Z90, NXCAM® HXR-NX80 and Handycam® FDR-AX700, equipped with 1.0-type stacked Exmor RS™ image sensor,offer an optimal choice to a wide range of users from professionals to video enthusiasts.

Sony has today announced three new 4K HDR[1]camcorders: the XDCAM® PXW-Z90, the NXCAM ®HXR-NX80 and the Handycam® FDR-AX700. Featuring Sony's ground-breaking Fast Hybrid AF system, all three palm camcorders combine a fast and reliable autofocus (AF) function adapted for shooting with a 1.0-type stacked Exmor RS CMOS image sensor, delivering stunning image clarity alongside a range of versatile shooting features. The new camcorders all support an instant HDR (High Dynamic Range) workflow, enabling users to produce breath-taking HDR content with minimum post-production to suit a range of content creation scenarios and applications.

The Fast Hybrid AF system ensures highly accurate focusing and tracking during shooting, delivered by 273 phase-detection AF points that cover approximately 84% of the shooting area, high-density placement of autofocus points and a newly developed AF algorithm. This reduces the burden of focusing, especially when accurate focusing is required for shooting 4K[i] films. In movie recording mode, the appearance of phase-detection AF frames indicates the focused area and easily allows users to monitor a subject that is in focus. The new camcorders feature a high-resolution OLED viewfinder (0.39-type OLED, 2,359k dots) and advanced touch screen operation, on the 3.5-type large LCD screen (1,555k dots), to allow users to quickly switch focus from one subject to another, while the AF Drive Speed, Tracking Depth Range and Subject Switching Sensitivity can all be configured as required for different subjects and content styles.

The new camcorders support 4K HDR[1] recording with HLG (Hybrid Log-Gamma), offering an instant HDR workflow. This enables users to reduce the post-production work and produce high-quality HDR content without grading, which usually requires a highly skilled technique and specialist knowledge. They also have the following key technology features to support versatile shooting, including;

- 4K[2]full-pixel readout without pixel binning, using an enhanced BIONZ X™ image processing engine
- Super Slow Motion[ii]recording up to 960fps[iii], which is industry leading among palm categories and Slow & Quick Motion[iv]Full HD recording up to 120fps[v]
- S-Log3/S-Gamut3 capabilities for users to create and work with

images as they desire.
- 29mm[vi] (35EQ)wide-angle ZEISS® Vario-Sonnar T* 12x optical zoom lens and 18x Clear Image Zoom[vii]
- Less image distortion (rolling shutter phenomenon), in comparison to conventional models when shooting subjects in motion

Workflow efficiency benefits such as Proxy recording, relay recording and simultaneous backup recording are also delivered thanks to the new camcorders' dual memory card slots and multi-camera operation capabilities supported by TC (time code)/UB (user bit). The three new camcorders also have REMOTE terminals, Multi-Interface Shoe™, and HDMI Type A to ensure enhanced operability.

"We strongly believe in empowering customers to tell amazing stories, whether it's a journalist out in the field covering a breaking news event, or a freelancer working under the tight deadline pressures of a one-day corporate shoot" explained James Leach, European Product Manager, Sony Professional Solutions Europe. "Our new palm camcorders do exactly that. By minimising the efforts required to focus on a subject in-frame and streamlining the post-production workflow, we're helping users concentrate on what they do best: storytelling."

In addition to the above key features as series, the XDCAM® PXW-Z90 and NXCAM® HXR-NX80 also feature dual XLR audio input, a detachable handle, and access to Content Browser Mobile - a supporting smartphone application to enable Wi-Fi® monitoring, Camcorder remote control and wireless timecode sync[viii] between multiple cameras.

The PXW-Z90 also includes several features to suit broadcast-specific requirements including XAVC®format recording, which provides high-quality images at 4:2:2 10 bit (HD) and 4:2:0 8 bit (QFHD) in addition to conventional broadcasting MPEG2HD[9] format recording, 3G SDI connectivity for compatibility with existing broadcasting equipment, and networking functions to support news reporting, such as compatibility with XDCAM® air, the Sony cloud-based ENG subscription service.

NXCAM® HXR-NX80 and Handycam® FDR-AX700 adopt XAVC S®[ix],an extended format of XAVC for consumer use which can record high-defined $4K^2$ films.

The XDCAM® PXW-Z90, NXCAM® HXR-NX80 will be available in December and Handycam® FDR-AX700 will be available in October. For more information on Sony visit www.pro.sony.eu, or visit stand 13.A10 at IBC 2017.

#SonyIBC17

[i] 3840 x 2160 pixels

[ii] 4K recording is not available. Sound cannot be recorded. A class 10 or higher SDHC/SDXC memory card is required.

[iii]960fps in NTSC, 1000fps in PAL

[iv] Sound cannot be recorded. UHS-I (U3) SDHC/SDXC memory card is required

[v]120fps in NTSC, 100fps in PAL

[vi]35mm equivalent

[vii]18x(4K), 24x(HD)

[viii] Optional licences required

[ix] A Class 10 or higher SDHC/SDXC memory card is required to record movies in the XAVC S format. UHS-I (U3) SDHC/SDXC card is required for 100Mbps

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Sony Corporation is a leading manufacturer of audio, video, imaging, 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 $76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: http://www.sony.net/

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