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Sony Celebrates Fantastic Five at 2019 TIPA awards

Sony is proud to announce that its innovation and performance has once again been recognised by the highly renowned Technical Image Press Association (TIPA) in their annual awards.

The TIPA nomination and awards process is rigorous, with renowned

representatives of photo and imaging publications from around the world carrying out detailed tests and comparisons, therefore Sony is honoured to have products nominated and selected as the overall winner in five categories. The awards are a testament to the achievement of Sony staff, engineers, designers, and everyone involved in the creation, promotion and marketing of the winning products.

Best APS-C Camera Expert - [Sony α6400](#)



In addition to its compact size and light weight, the α6400 delivers speedy performance and a range of advanced features you'd expect from a full-frame model such as, high-speed continuous shooting and 4K HDR (HLG) ^[1] ^[2] movie-shooting; a 3.0-type 180-degree tiltable LCD screen; AI-powered Real-time Eye AF and new, high-precision Real-time Tracking. This high-speed, high-performance-tracking AF system is paired with a new-generation BIONZ X image processing engine that together allows the camera to acquire focus in as little as 0.02 seconds and maintain subject lock extremely effectively. It's ideal for capturing even the fastest-moving subjects with ease, while its wide sensitivity range and stunning image quality make it suitable for just about any photographic opportunity you may encounter, whether you're shooting stills or movies.

Best Superzoom Compact Camera - [Sony RX100 VI](#)



Every aspect and component of the RX100 VI has been skilfully engineered to work in tandem to achieve unrivalled image quality and an impressive 8x zoom within the same small footprint of the RX100 V (2.9x zoom). Cleverly designed optics pack incredible power, while optical image stabilisation maintains a steady image even with handheld shots at the telephoto end of the zoom range. And the advanced image processing engine delivers better perceived image resolution with low noise.

Best Mirrorless Prime Telephoto Lens - [Sony FE 135mm f/1.8 GM](#)



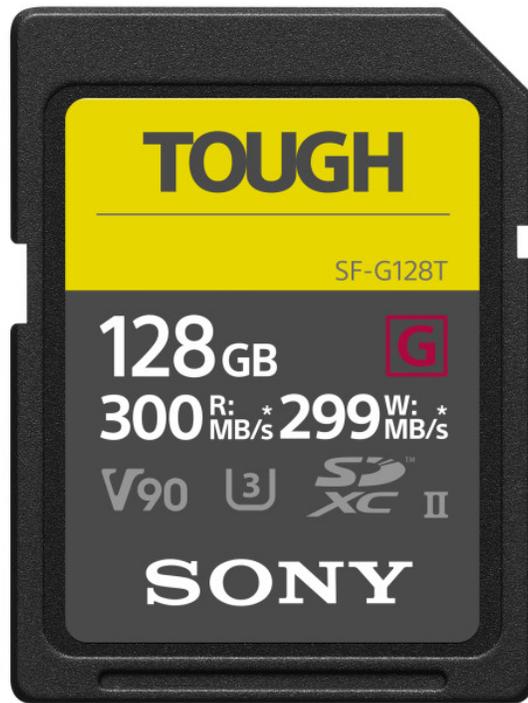
Unsparring application of Sony's most advanced optical technologies has produced a large-aperture prime telephoto lens that delivers outstanding corner-to-corner resolution even at F1.8, plus exquisite bokeh that is a hallmark of the G Master series. The unique XD (extreme dynamic) linear motors allow users to maintain focus on moving portrait subjects, performers on stage, or similarly dynamic subjects with impressive speed, precision, and reliability, while also providing AF control that is quiet and virtually free of vibration.

Best Mirrorless Professional Lens - [Sony FE 400mm F2.8](#)



Sony's most advanced lens technologies have been unsparingly applied in this large-aperture super telephoto lens, achieving extraordinary speed, outstanding G Master resolution and bokeh, plus professional control and reliability. Moreover, the SEL400F28GM is a remarkably lightweight and precisely balanced super telephoto lens, providing unparalleled handheld shooting freedom.

Best Imaging Storage Solution - Sony SF-G series Tough Specification Cards



Designed for professional performance and extreme reliability, this is the fastest and toughest SD card on the market with 300MB/s read speed and 299MB/s write speed. The card is 18 times more resistant to bending than conventional SD cards; dust, dirt, water, mud and grime proof; and made from rock-solid materials, in one-piece moulding, withstanding drops up to 5m^[3]. No matter how challenging a shoot gets, the SF-G series TOUGH specification delivers dependable performance and durability with fast buffer clearing time after burst shooting and an efficient process for transferring content to a computer.

[1] Unleash your creative potential with high-level performance and advanced features such as AI-powered Real-time Eye AF; new, high-precision Real-time Tracking; high-speed continuous shooting and 4K HDR (HLG) movie-shooting.

[2] Connect this product to an HDR (HLG) compatible Sony TV via a USB cable when displaying HDR (HLG) movies.

[3] Based on Sony testing.

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

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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, interactive 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 \$77 billion for the fiscal year ended March 31, 2018. Sony Global Web Site: <http://www.sony.net/>

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