

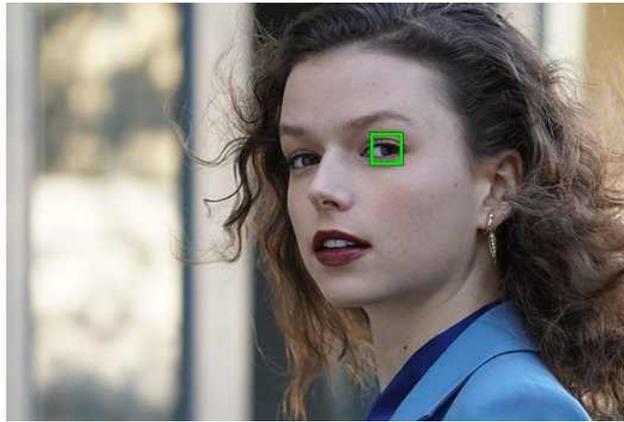


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Sony celebrates success at 2020 TIPA Awards including the highly anticipated “Best Photo Innovation” award

Sony is proud to announce that the highly renowned Technical Image Press Association has once again recognised Sony’s innovation and performance in the digital imaging industry, with a total of four TIPA awards. These include the much anticipated “Best Photo Innovation” for Real-time Tracking Technology, which features in many models across the digital imaging range.

BEST PHOTO INNOVATION: Real-time Tracking Technology



Sony's Real-Time Tracking takes Auto Focus technology to new level. Once the photographer indicates the subject, with a half-press on the shutter release, the system tracks it regardless of where it moves within the frame. Thanks to the Real-time Eye AF (for humans and animals^[1]), the camera will automatically pick up the eye of your subject when it's visible in the frame. The system uses AI and "learned" subject information, including colour, brightness, distance and even facial and eye patterns to maintain focus, allowing seamless and true AF lock-on. It's a remarkable system that changes the game when it comes to the speed and accuracy of AF technology.

BEST FULL FRAME PROFESSIONAL CAMERA: Alpha 7R IV



Sony's [A7R IV](#) has a 35mm full-frame 61.0MP [\[iii\]](#) back-illuminated CMOS image sensor that rivals medium format camera output in a more compact form factor, plus the camera's 4 or 16 shot high-resolution Pixel Shift Multi Shooting [\[iii\]](#) modes can yield an amazing 240.8MP file size. Pleasingly, the super-high res functionality does not come at the expense of still or video image capabilities; which include 10 fps [\[iv\]](#) burst rates and 4K video at full sensor width. Plus, the A7R IV also incorporates Sony's Real-time Tracking system [\[v\]](#) and dual slots for high-speed UHS-II cards.

BEST APS-C CAMERA EXPERT: Alpha 6600



Sony's [X6600](#) is ideal for photographers who desire a compact “walk-around” with exciting versatility and creative features for both still and video work. It's also a great solution for content creators with 4K recording[\[vi\]](#) and IBIS system stabilisation. The camera can shoot at up to 11 fps and comes with a large capacity “Z” battery, that gives the best battery life in this class[\[vii\]](#), and also includes new and impressive technology from Sony such as: Real-time Tracking[\[viii\]](#) and the Real-time Eye AF, which seamlessly transitions from subject tracking to face detection and even eye detection.

BEST EXPERT COMPACT CAMERA: RX100 VII



The [RX100 VII](#) has definite appeal to those seeking a pocket sized integral-lens camera that incorporates a full range of imaging options rivalling professional cameras. It supports optical image stabilisation and an amazing 20fps^[ix] continuous shooting burst rate. The numerous scene and drive modes offered, plus 4K video and Super Slow Motion video^[x] up to 1000 fps, also makes it an excellent video companion as well. 1.0-type stacked 20.1MP^[xi] Exmor RS™ CMOS image sensor with DRAM chip creates a super-speed data highway.

^[i] Functionality depends on the model.

^[ii] Approximate, effective

^[iii] The Imaging Edge (Remote/Viewer/Edit) desktop application Ver. 2.0 or later is required for compositing. Image compositing may not be successful if camera or subject movement causes blur. Some restrictions apply to flash and other device

[iv] Up to 10 fps in continuous “Hi+” mode, and up to 8 fps in continuous “Hi” mode. Maximum fps will depend on camera settings

[v] « Tracking » in the menu. This function does not track animal eyes in movie recording.

[vi] 3840×2160 pixels. 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

[vii] Among mirrorless interchangeable-lens digital cameras equipped with an APS-C image sensor. As of August 2019, base on Sony research

[viii] This function does not track animal eyes in movie recording

[ix] When using the electronic shutter with “Continuous shooting mode: Hi”. Effective when the shutter speed is 1/60 or above

[x] Audio recording is not available. A class 10 or higher SDHC/SDXC memory card is required

[xi] Approximate, effective

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

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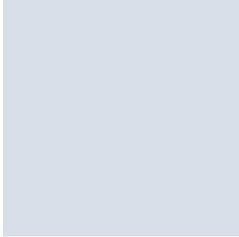
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