



EISA
AWARD

**Best
Product
2020-2021**

VLOGGING CAMERA

Sony Vlog Camera ZV-1

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Sony celebrates success at EISA 2020 including first win for Vlogging Camera of the year

- **VLOGGING CAMERA 2020-2021: ZV-1**
- **ADVANCED FULL-FRAME CAMERA 2020-2021: Alpha 7R IV**
- **SUPER TELEPHOTO ZOOM LENS 2020-2021: FE 200-600mm F5.6-6.3 G OSS**
- **WIDEANGLE LENS 2020-2021: FE 20mm F1.8 G**
- **MULTIMEDIA SMARTPHONE 2020-2021: Xperia 1 II**

Sony today announced that it is the proud recipient of five awards from the Expert Imaging and Sound Association. EISA is internationally renowned for its expertise in consumer technology and Sony is honoured that it has been

recognised for four Digital Imaging products, including two lenses and two bodies, and its premium flagship Xperia 1 II Mobile device which received the coveted awards for 2020-2021.

EISA VLOGGING CAMERA 2020-2021

Sony Vlog Camera ZV-1

This innovative compact camera is aimed at content creators and vloggers, offering great video quality with 4K recording and S-Log gamma and easy-to-use features such as a Bokeh Switch and Product Showcase Setting. Its high-quality built-in Directional 3-capsule Mic comes with a wind screen for outdoor shooting; you can use an external microphone via the audio input or the Multi Interface Shoe. The ZV-1 is also a great photo camera with a fast AF system and versatile vari-angle LCD screen. Together with the optional grip that features a built-in wireless remote control and doubles as a tripod, the ZV-1 is an excellent production tool which lets vloggers easily create content.



EISA ADVANCED FULL-FRAME CAMERA 2020-2021

Alpha 7R IV

The Sony Alpha 7R IV is the first full-frame mirrorless camera to boast an incredible resolution of 61 million effective pixels^[i]. It's also equipped with one of the industry's best autofocus systems, including AI-driven Real-time Tracking and Real-time Eye AF. Up to 10fps^[ii] burst shooting with AF and AE is possible, either mechanically and electronically. Thanks to its 5-axis in-body image stabilisation, blurred pictures due to camera shake are reduced to a minimum. With its sharp electronic viewfinder and extremely fast BIONZ X™ processor, this camera is a highly reliable and capable tool

that provides the versatility to handle virtually any photographic situation to the highest standard.



ISA SUPER TELEPHOTO ZOOM LENS 2020-2021

FE 200-600mm F5.6-6.3 G OSS

This ultra-telephoto zoom will be appreciated by those who love wildlife, nature, sports or bird photography but don't want a heavy lens. It is affordable and lightweight for its class, yet delivers great sharpness even at maximum aperture, which is very important for a lens that will often be used between 400mm and 600mm. Autofocus is very fast, and the large zoom ring moves smoothly from 200mm to 600mm without changing the length or balance of the lens, making it comfortable to use^[iii]. The range can be extended even further with Sony's 1.4x and 2.0x teleconverters, maintaining full autofocus capability.



EISA WIDEANGLE LENS 2020-2021

FE 20mm F1.8 G

The compact and lightweight Sony FE 20mm F1.8 G is an exceptional lens that provides really sharp images in all areas of the frame, even at f/1.8. Its optical design features advanced aspherical elements and extra-low dispersion glass to deliver high corner-to-corner image quality with minimal distortion, while suppressing chromatic aberration. The 9-bladed diaphragm allows the photographer to create beautifully blurred backgrounds. Two XD Linear Motors guarantee very fast, precise and silent focusing, while the 19cm minimum focus distance (18cm in manual focus mode) can be used for striking close-ups.



EISA MULTIMEDIA SMARTPHONE 2020-2021

Xperia 1 II

Sony's Xperia 1 II is a multimedia powerhouse tailor-made for photographers, videographers, cinematographers, cinephiles, audiophiles and mobile gamers. Its triple lens camera shares technology from Sony's advanced Alpha interchangeable lens cameras, enabling a burst shooting of up to 20fps with continuous Autofocus and auto exposure plus automatic eye detection and Real-time Eye AF which works on both humans and animals[iv]. While Photography Pro and Cinematography Pro mirror the user interface of Sony's professional range. For media consumption on the go, Xperia 1 II features a 21:9 CinemaWide 6.5" 4K HDR OLED display[v] with enveloping audio delivered by Dolby Atmos – plus support for the immersive 360 Reality Audio music format[vi]. Gamers, meanwhile, can link up a PlayStation®4's DUALSHOCK®4 Wireless Controller[vii] for console-like gameplay. Qualcomm® Snapdragon 865 5G Mobile Platform powers this feast of functionality.



For product specifications, please visit:

<https://www.sony.co.uk/electronics/cyber-shot-compact-cameras/zv-1>

<https://www.sony.co.uk/electronics/interchangeable-lens-cameras/ilce-7rm4>

<https://www.sony.co.uk/electronics/camera-lenses/sel200600g>

<https://www.sony.co.uk/electronics/camera-lenses/sel20f18g>

<https://www.sony.co.uk/electronics/smartphones/xperia-1m2>

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

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[i] As of July 2019, based on Sony survey of digital cameras with a full-frame image sensor

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

[iii] When the NEX series, ILCE-3000/3500, ILCE-5000/5100, ILCE-7/7R/7S, is attached, the autofocus function is limited.

[iv] Accurate focus may not be achieved with certain subjects in certain situations and this does not work with all animals.

[v] Display ratios may vary based on content formatting.

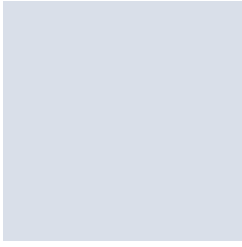
[vi] 360 Reality Audio requires a subscription to a compatible online music service, and third party terms, conditions, account, and fees may apply.

[vii] DUALSHOCK®4 and XD mount sold separately. Compatibility with game titles may vary.

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

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