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Sony releases firmware update for selected E-mount interchangeable lens cameras increasing start-up speed and enabling high bit-rate movie recording

- **Firmware update for α 7, α 7R, α 7S and α 6000**
- **Update delivers 30% increase in start-up speed**
- **Enables high bit-rate movie shooting at 50p/25p(PAL mode), 60p/30p/24p(NTSC mode) in XAVC S^[i]**

Sony today released a firmware update for the α 7, α 7R, α 7S and α 6000 interchangeable lens cameras.

Available now as free download from the [Sony website](#), the firmware update reduces the time between switching on the camera to viewing a picture on the LCD screen or OLED viewfinder by 30%^[ii].

The update also enables high bit-rate movie recording at 50p/25p in PAL and 60p/30p/24p in NTSC^[iii] in the highly efficient XAVC S format^[iv]

It is applicable for all qualifying models that have software version 1.21 or earlier and all new models will now ship with the updated firmware.

– Ends –

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

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[i] X6000 only

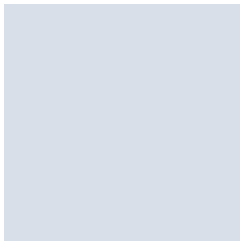
[ii] Measurements taken with a SEL2870 attached to X7, X7R and X7S, and SELP1650 attached to X6000

[iii] PAL / NTSC is switchable in the menu system

[iv] An SDXC memory card with a Class 10 or higher speed rating is required for XAVC S recording

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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