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Sony's RX100 IV and RX10 II Cameras Bring Professional Imaging Experience to Acclaimed Cyber-shot RX Series

Sony has today announced two of the most advanced, versatile Cyber-shot cameras ever to come to market, the compact RX100 IV (model DSC-RX100M4) and high-zoom RX10 II (model DSC-RX10M2) cameras.

The two new models both feature the world's first 1.0 type stacked Exmor RS CMOS sensor^[i] with advanced signal processing and an attached DRAM memory chip. The high speed signal processing and DRAM memory chip work together to enable more than 5x faster readout of image data^[ii] and are responsible for a variety of standout features that have previously been available in only a select few professional-level video cameras. These impressive capabilities include 40x super slow motion video capture at up to

1000fps,^[iii]^[iv] an ultra-fast Anti-Distortion Shutter with a maximum speed of 1/32000 second, high resolution 4K movie shooting^[v] and more.

Up to 40x Super Slow Motion Shooting

A first for Sony consumer cameras, the new RX100 IV and RX10 II both have the ability to record super slow-motion video at up to 40x slower than the standard rate, allowing users to capture and replay fleeting moments of action with incredible detail, resolution and clarity.

Prior to shooting, users will have the ability to choose among 1000fps, 500fps and 250fps frame rates and among 50p and 25p^[vi] playback formats^{iii,iv} to optimise the recording to fit the speed of the moving subject, with the option to use the movie record button as a ‘start trigger’ to begin recording once button is pressed or ‘end trigger’ to record footage up until the button is pressed. The ‘end trigger’ mode lets shooting begin 2 to 4 seconds before the movie button is pressed, enabling shooters to capture the decisive moment with much more consistency and accuracy. For reference, two seconds of movie footage shot at 1000fps and 25p would take about 80 seconds to play back.

High Speed Shutter, High Speed Shooting

The impressive speed and power of the 1.0 type stacked Exmor RS CMOS sensor with an attached DRAM chip allows the new RX100 IV and RX10 II to perform exceptionally well while capturing fast-moving subjects.

Specifically, its fast processing capability results in continuous speeds at up to 16 fps on the RX100 IV and up to 14 fps on the RX10 II for an extended period of time.

Additionally, the ultra-fast readout of the image sensor is responsible for the high speed Anti-Distortion Shutter (maximum speed of 1/32000 second), which allow the new cameras to capture sharp, crystal clear images with a wide open aperture at brightness levels up to EV19^[vii]. It also minimises the “rolling shutter” effect commonly experienced with fast moving subjects. This allows photographers and videographers to capture beautiful content with sharply focused subjects and defocused backgrounds under some of the most difficult, bright lighting conditions.

High Precision Direct 4K Movie Recording

The new RX100 IV and RX10 II models are the first Cyber-shot cameras to offer the advantages of 4K (QFHD 3840x2160) movie recording^v. The cameras utilise full pixel readout without pixel binning to ensure that all the finer details of 4K video are captured with minimal moire and ‘jaggies’. These high-quality results are achieved through use of the XAVC S codec, which records video at a high data rate of 100 Mbps during 4K recording and 50 Mbps during full HD shooting^v.

The capacity for shooting 4K differs slightly on each of the two cameras, as the more professionally styled RX10 II can shoot 4K video at extended lengths (up to 29 minutes in Europe), while the more casual, pocket-friendly RX100 IV can shoot 4K clips at up to about 5 minutes in length. Additional professional calibre video features on both of the new cameras include Picture Profile, S-Log2/S-Gamut, and more.

Both cameras also have advanced dual video recording functionality, allowing shooters to capture 16.8 MP still images during 4K video recording in any of 11 different composition patterns simply by pressing the shutter button.

Versatility in Design, High Speed AF

The new RX100 IV maintains the compact, pocket-sized design of the RX100 family, and has a ZEISS[®] Vario-Sonnar T* 24-70mm (35mm equivalent) F1.8-F2.8 lens, while the new RX10 II maintains the same body design as the original RX10 and has a ZEISS[®] Vario-Sonnar T* 24-200mm (35mm equivalent) F2.8 lens.

Each of the cameras is equipped with a new high-contrast XGA OLED Tru-Finder™ with approximately 2.35 million dots of resolution, ensuring true-to-life image preview and playback functionality. The RX100 IV maintains the convenient retractable EVF with ZEISS[®] T* coating from the RX100 III model that debuted last year.

Both of the two new models feature an upgraded Fast Intelligent AF system that enables high-speed, high-precision contrast detection of a moving subject in as little as 0.09 seconds^[viii]. Sony’s proprietary AF algorithm

allows them to recognise and lock-in on a subject with a simple half-press of the shutter button at a much more efficient rate compared to previous models. The new cameras are also Wi-Fi® and NFC™ compatible and can access Sony's growing range of PlayMemories Camera Applications. Learn more at www.sony.net/pmca.

Aesthetically, both of the new models feature a variety of customisable controls and buttons to fit any shooter's style. The RX10 II adds dust and moisture resistance as well.

There is also a new stylish soft carrying case for, model LCS-RXG, that has been introduced. Made of quality natural leather and available in brown and black colours, it is an ideal complement to the sleek designs of all the RX100 series cameras including the new RX100 IV model.

The RX100 IV and RX10 II will start shipping in Europe in summer 2015. The RX100 IV will be priced at approximately €1,150 and the RX10 II will be priced approximately €1,600.

[i] The world's first as 1.0-type sensor with memory-attached design, as of announcement date, according to Sony survey

[ii] Compared to previous RX100 III and RX10 models. According to a simulation of the same electronic shutter of up to 1/32000 sec. combined with the Exmor R CMOS sensor employed with RX10 or RX100 III

[iii] Sound cannot be recorded when shooting slow motion. An SDXC memory card of Class 10 or higher is required

[iv] In PAL. PAL / NTSC is switchable in the menu system

[v] An SDXC memory card with a Class 10 or higher speed rating is required for XAVC S recording and UHS Speed Class 3 is required for recording at 100Mbps

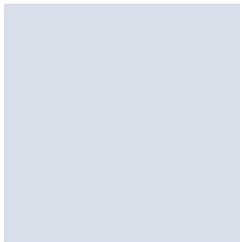
[vi] 960fps, 480fps and 240fps at 60p, 30p and 24p in NTSC mode

[vii] Using a built-in ND filter

[viii] Measured with RX10 II model, CIPA standard, internal measurement, at 8.8mm (Wide), EV7.0, Program Auto, AF area: Wide, in NTSC mode.

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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