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That's so close! The compact 50x super zoom Cyber-shot™ HX350 is big on imaging power

- ZEISS® Vario-Sonnar T* lens with 50x optical zoom and 100x Clear

Image Zoom*[i]* for awesome close-ups

- **Shoot like a pro with manual controls and electronic viewfinder in a compact DSLR-style body**
- **Back-illuminated Exmor R™ CMOS sensor with 20.4 effective megapixels and BIONZ X™ image processing engine**
- **Optical SteadyShot™ and Intelligent Active Mode for smooth, stable stills and Full HD movies**
- **Sharp, speedy focus of moving subjects with Lock-on AF and DMF (Direct Manual Focus)**

From expansive landscapes to exotic wildlife and family portraits: every scene's covered with the Cyber-shot HX350 high-zoom camera from Sony.

Discerning photographers graduating from smartphone snaps will love the mix of easy-to-use features and DSLR-inspired styling. Fitting beautifully in your hand, the HX350 packs big camera performance into a compact body – for limitless creative possibilities with a fixed lens.

You're good for any shooting situation, with the ZEISS® Vario-Sonnar T* lens offering a huge 50x optical zoom range – corresponding to 24mm wide angle to 1200mmsuper telephoto (equivalent in 35mm format). Clear Image Zoom doubles maximum magnification to a breathtaking 100xⁱ, bringing distant buildings, people and animals jaw-droppingly close.

Camera shake is the enemy of high-zoom shooting, as any pro knows. Optical SteadyShot cuts handheld wobbles for crisper stills, rapidly shifting a group of lens elements to correct for the slightest hand tremors. Intelligent Active Mode keeps Full HD videos equally sharp and blur-free with Sony's proprietary frame analysis technology.

Enthusiasts will be impressed by the high-resolution back-illuminated Exmor R CMOS sensor with 20.4 effective megapixels and speedy BIONZ X image processing engine. Even if you're shooting handheld indoors or in low light, you'll value crisp, low noise images and pristine Full HD video footage.

The easy to use Cyber-shot HX350 is loaded with serious shooting options. There's a manual ring for smooth adjustment of zoom/focus, plus an easily-accessible mode dial and custom button for quick adjustment of favourite settings. And with full P/A/S/M controls, you've got all the exposure options you need to craft stunning pictures and Full HD videos. Movie-makers will also welcome the extra detail of a 24p shooting mode that gives footage that authentically cinematic look.

The choice is yours when it comes to framing shots with confidence. Look through the camera's high-contrast electronic viewfinder – just like you'd expect on a DSLR – or switch to the manually tiltable 7.5cm (3.0-type) LCD

with 921k dot resolution.

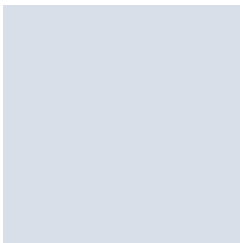
Extra shooting refinements include Motion Shot Video that traces your tennis serve or golf swing as a split-second series of superimposed images. After shooting, connect the camera to your 4K television for a big, beautiful view of your photos. Support for TRILUMINOS™ Colour on compatible BRAVIA™ TVs ensures still shots bursting with vivid, vibrant colours.

Full details on the HX350 can be viewed [here](#). It will go on general sale in Europe in January 2017 priced at approximately €450.

[\[i\]](#)At optical wide-end

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, 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 \$72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site: <http://www.sony.net/>

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