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# Travel light with compact new high performance, high zoom cameras from Sony

- Premium quality 30x optical zoom ZEISS® Vario-Sonnar T\* lenses and host of cutting-edge features
- Cyber-shot™ HX90/HX90V[i] features OLED viewfinder, and control ring for professional style control and results
- Cyber-shot™ HX90/HX90V and Cyber-shot™ WX500 offer ZEISS® Vario-Sonnar T\* lens with 30x zoom; 18.2mp[iii] Exmor R™ sensor; BIONZ X processor; Full HD video; Fast Intelligent AF; Optical SteadyShot® with 5-axis stabilisation and 180-degree tilt LCD for perfect framing of selfies" technology and overlay burst shooting

Carry less, shoot more: two new travel-friendly cameras from Sony put fabulous holiday photo opportunities in closer reach this summer. The world's most compact cameras in their class[i], the Cyber-shot **DSC-HX90** and **DSC-WX500** are big on sheer picture quality plus plenty of easy-to-use pro-style functions.

Despite sharing a raft of technologies that deliver amazing picture quality, the two cameras offer a distinct choice for photographers looking for a compact high-zoom camera. Both are built around extremely high quality optics with a ZEISS Vario-Sonnar T\* 30x zoom lens and benefit from the power of an Exmor R™ CMOS sensor with 18.2mp<sup>ii</sup> and BIONZ X™ processor but for the photographer who prefers to frame their shots more traditionally, the **HX90** features a pop-up OLED viewfinder and a Control Ring that can be assigned to functions like manual focusing or step zoom. The feeling of control when using the **HX90** is further enhanced by a new ergonomic grip for sure, comfortable handling in any situation. For photographers who want to add perfectly framed selfies to their repertoire, the **HX90** and **WX500** have a 180 degree tilt LCD screen so you can see exactly how you will appear in your shots.

Despite their pocket-sized dimensions, both the **HX90** and **WX500** benefit from 5-axis image stabilisation<sup>[iii]</sup> which keeps pictures blur-free even when exploring the outer limits of the camera's zoom range whilst shooting movies.

### **ZEISS Vario-Sonnar T\* lens with 30x optical zoom/60x Clear Image Zoom**

Packing a huge 30x optical zoom range into the tiny camera bodies, the high-quality ZEISS Vario-Sonnar T\* lens pulls friends and family, wildlife and distant scenes closer. The advanced design ensures impressively sharp, low-distortion images, even at high zoom settings where budget optics struggle to maintain clarity and definition. Want to go larger still? Clear Image Zoom boosts magnification to a gargantuan 60x, with Optical SteadyShot and 5-axis image stabilisation<sup>iv</sup> keeping handheld camera wobbles in check for crisper handheld Full HD videos.

### **Exmor R™ CMOS sensor with 18.2mp and BIONZ X™ processor**

The subtlest details in any scene – even moonlit beaches and café interiors – are captured effortlessly by the back-illuminated Exmor R CMOS image sensor with 18.2 effective megapixels. Sony's advanced BIONZ X image processor ensures stills and Full HD movies with incredible colours, richness and realism.

### **OLED Tru-Finder™ precision electronic viewfinder**

Available on the **HX90/HX90V** only, the framing shots on sunny days is a pleasure with the OLED Tru-finder that pops up whenever it's needed. Images are bright, crisp and clear, with high contrast and vivid colours.

Top-notch selfies are a doddle with the 3.0-type LCD that tilts up to 180 degrees for comfortably framed arms' length portraits. The high resolution (921k dots) monitor is also handy for composing and retouching shots with the camera's built-in Photo Creativity and Beauty Effect functions.

## Fast Intelligent Auto Focus

The Fast Intelligent AF system on the new models has been inherited from Sony's award winning  $\alpha$ 7 series of cameras. An improved spatial object detection algorithm realises a more optimal and accurate lens drive to make auto focus even faster for capturing fleeting moments with ease.

Serious snappers will also appreciate extensive control modes, Memory Recall and a Control Ring<sup>[iii]</sup> that can be assigned to functions like manual focusing or step zoom.

Better-looking movies are assured by Full HD 60p/50p<sup>[iv]</sup> recording using the XAVC S<sup>[v]</sup> format at 50Mbps for great-looking video – with no on-screen noise and artefacts, even when you're capturing fast-moving kids, pets or jet-skis. P/A/S/M modes give extra creative control over your video footage, while Intelligent Active Mode with 5-axis image stabilisation<sup>iv</sup> steadies image wobbles when you're following moving subjects.

There's a built-in flash for low-light shooting, and Wi-Fi with NFC for One-touch wireless sharing of photos and movies on your phone or tablet.

## Cyber-shot HX90V with GPS

The Cyber-shot™ HX90V adds GPS that automatically tags your shots and clips with location information to enjoy on a map using PlayMemories Home.

## PlayMemories Camera Apps

Shooting possibilities for both cameras can be expanded at any time with PlayMemories Camera Apps™, Sony's growing range of creative tools and utilities. Further information on the full range of compatible apps can be found at [playmemoriescameraapps.com](http://playmemoriescameraapps.com).

## LCJ-HWA body case

Available in black, brown or light brown, the optional LCJ-HWA body case with lens jacket and shoulder strap features a quality leather-style finish to protect either camera while offering a sure, stable grip. The smart design allows easy access while you're out and about – shoot, adjust LCD angle or connect the USB multi terminal without removing the camera from its case.

The new Cyber-shot™ HX90/V and WX500 high-zoom compact travel cameras by Sony are available to pre-order now.

– Ends –

### Selected technical specifications

DSC-HX 9 0	DSC- HX90V	DSC-WX500	
<b>Lens</b>	ZEISS Vario-Sonnar T* Lens	ZEISS Vario-Sonnar T* Lens	ZEISS Vario-Sonnar T* Lens
<b>Optical zoom (35mm format equivalent)</b>	30x (25-750mm)	30x (25-750mm)	30x (25-750mm)
<b>Maximum aperture</b>	F3.5 (W) - 6.4 (T)	F3.5 (W) - 6.4 (T)	F3.5 (W) - 6.4 (T)
<b>Image sensor / effective megapixels</b>	Exmor R CMOS 18.2MP	Exmor R CMOS 18.2MP	Exmor R CMOS 18.2MP
<b>Image processor</b>	BIONZ X	BIONZ X	BIONZ X
<b>Image stabilisation</b>	Standard; Active/Intelligent Active mode (for movies)	Standard; Active/Intelligent Active mode (for movies)	Standard; Active/Intelligent Active mode (for movies)
<b>HD movie (Active Mode for movies only)</b>	Full HD 60p/50p <sup>vi</sup>	Full HD 60p/50p <sup>vi</sup>	Full HD 60p/50p <sup>vi</sup>
<b>Viewfinder</b>	0.2-type electronic viewfinder (OLED)	0.2-type electronic viewfinder (OLED)	-

<b>ISO sensitivity (still image)</b>	Auto (ISO80-3200, selectable with upper / lower limit), 80/100/200/400/800/1600/3200, Multi-Frame NR:Auto (ISO80-3200 same as selected range in Auto), 100/200/400/800/1600 /3200/6400 <sup>[vi]</sup> /12800 <sup>viii</sup>		
<b>Monitor Type</b>	7.5cm (3.0type) (4:3) / 921,600 dots / Xtra Fine / TFT LCD	7.5cm (3.0type) (4:3) / 921,600 dots / Xtra Fine / TFT LCD	7.5cm (3.0type) (4:3) / 921,600 dots / Xtra Fine / TFT LCD
<b>Monitor Adjustable angle</b>	Up by approx. 180 degrees	Up by approx. 180 degrees	Up by approx. 180 degrees
<b>Advanced Flash</b>	-	-	-
<b>Party Mode</b>	-	-	-
<b>Beauty Effect</b>	Yes	Yes	Yes
<b>Picture Effect</b>	Yes (still: 13 modes/ movie: 7 modes)	Yes (still: 13 modes/ movie: 7 modes)	Yes (still: 13 modes/ movie: 7 modes)
<b>Wi-Fi/NFC</b>	Yes	Yes	Yes
<b>GPS</b>	-	Yes	-
<b>PlayMemories Camera Apps</b>	Yes	Yes	Yes
<b>4K still image output (HDMI)</b>	Yes	Yes	Yes
<b>TRILUMINOS Colour</b>	Yes	Yes	Yes
<b>Shooting stamina</b>	Monitor:Approx. 390 still images, ViewFinder:Approx. 360 still images (CIPA standard)	Monitor:Approx. 390 still images, ViewFinder:Approx. 360 still images (CIPA standard)	Approx. 400 still images (CIPA standard)

<b>Dimensions (WxHxD)</b>	102.0mm x 58.1mm x 35.5mm	102.0mm x 58.1mm x 35.5mm	101.6mm x 58.1mm x 35.5mm
<b>Weight (Battery and Memory Stick DUO are included)</b>	Approx. 245g	Approx. 245g	Approx. 236g
<b>Battery</b>	NP-BX1	NP-BX1	NP-BX1
<b>Battery Life</b>	Monitor: Approx. 390 still images, ViewFinder: Approx. 360 still images (CIPA standard)	Monitor: Approx. 390 still images, ViewFinder: Approx. 360 still images (CIPA standard)	Approx. 400 still images (CIPA standard)
<b>Available colours</b>	Black	Black	Black, white, red

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

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[\[i\]](#) DSC-HX90: Among compact digital cameras with a built-in viewfinder and 30x or greater optical zoom lens, as of announcement date. DSC-WX500: Among compact digital cameras with 30x or greater optical zoom lens, as of announcement date. According to Sony survey.

[\[ii\]](#) In combination with electronic image stabilisation

[\[iii\]](#) HX90 / HX90V only

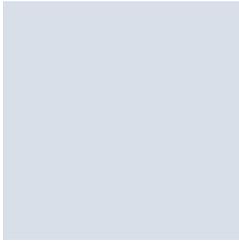
[\[iv\]](#) PAL and NTSC is switchable through the menu system

[\[v\]](#) An SDXC memory card with a Class 10 or higher speed rating is required for XAVC S recording

[\[vi\]](#) Achieved by using "By Pixel Super Resolution" technology and overlay burst shooting

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 \$75 billion for the fiscal year ended March 31, 2014. Sony Global Web Site: <http://www.sony.net/>

## Contacts



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