



## Press Release

### **Sony Introduces World's First Consumer HD Camcorder with Interchangeable Lenses**

*The new Handycam® NEX-VG10E captures cinematic Full HD movies and stereo sound with great depth*



**Hong Kong, July 27, 2010** – Sony Corporation of Hong Kong Limited today announced the world's first consumer HD camcorder with an interchangeable lens system, the Handycam® NEX-VG10E<sup>1</sup>. The camcorder marries the best of DSLR and camcorder technology, enabling users to capture images and videos with beautiful background defocus effects and shallow depth of field – visual effects that were previously difficult to achieve using conventional camcorders.

“The new Handycam® NEX-VG10E offers unlimited imaging possibilities with the camcorder's interchangeable lens system and a wide variety of lenses, giving users full creative expression in a lightweight and highly portable design. We are confident that this new camcorder can fully meet the demand of video enthusiasts and photographers who look for innovative tools that help them express their creativity with ease, without compromising on quality,” said Mr. Henry Lee, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

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<sup>1</sup> As of July 14, 2010

## Merging the best in camcorder and DSLR technology



*Capture movies and photos with beautiful background defocus*

Featuring a 14.2-megapixel “Exmor” APS HD CMOS image sensor, the Handycam® NEX-VG10E produces videos and photos with beautiful ‘bokeh’ and shallow depth of field. Such effects were previously challenging to achieve using conventional camcorders with smaller sized sensors. The APS-C CMOS image sensor in the new Handycam® NEX-VG10E results in a shallower depth of field, which enables the users to choose the subject focus within the frame, and separate the subject from its background. This results in a beautiful background defocus effect that is difficult to create using conventional camcorders.

The Handycam® NEX-VG10E is a breakthrough in digital imaging technology as it is the world’s first interchangeable lens HD camcorder. Users are exposed to a whole new realm in videography as the camcorder provides the option to use a wide variety of lenses to achieve a myriad of visual results, including fisheye, telephoto and wide-angle shots. When used with the bundled E-mount 18-200mm F3.5-6.3 OSS zoom lens, the NEX-VG10E features 11x optical zoom, as well as optical image stabilization with Active Mode that is able to correct strong camera shakes. Additional features with the 18-200mm lens are silent auto focus and iris control, which complement video recording. Users can also mount various A-mount lenses, including award winning G



Lenses and high performance Carl Zeiss lenses, via an optional lens adaptor, expanding imaging possibilities – be it for still image or video.

### **Features and body design optimised for video**

Reflecting the demands of serious videographers, sound quality in the NEX-VG10E matches its phenomenal imaging performance. The Quad Capsule Spatial Array Stereo Microphone uses advanced processing algorithms to combine signals from four separate omnidirectional microphone capsules. The result is exceptionally clear stereo audio with a highly directional response: this allows videographers to capture more sound from the subject they are shooting, and less of distracting sounds around them. There is also a jack for adding an optional external stereo mic, plus a headphone jack for audio monitoring.

Understanding that users seek greater control over footage captured for their intended expression, the Handycam® NEX-VG10E allows advanced videographers and photographers the option to manually control various settings on the camcorder. For example, users can manually tweak aperture settings and shutter speed using the intuitive, easy-to-access jog dial and hot keys to achieve the desired visual mood and tone in both movies and photos.

The body of the Handycam® NEX-VG10E is also designed to provide users with a more stable grip for shoots, especially when shooting subjects at high or low angles. Coupled with the 3-inch swivel Xtra Fine LCD screen featuring TruBlack™ technology and a pivoting EVF, the camcorder provides users with an ergonomic filming experience while framing subjects in desired perspectives. The camcorder records in AVCHD format, allowing users to record in high quality Full HD with 1920 x 1080 resolution at the maximum bitrate of 24Mbps and capture moments with vivid detail.

### **Extended recording times**

The Handycam® NEX-VG10E also allows for extended recording without time limit, unlike many digital still cameras and DSLR's. This is essential for users recording time lapse videos or long footage. The recording time is only limited by the size of the memory card used and the camcorder's battery life. The Handycam® NEX-VG10E is equipped with the NP-FV70 battery which supports approximately 155 minutes of continuous recording, while an optional NP-FV100 battery can record more than five hours of continuous video. The camcorder also supports two types of memory cards – Memory Stick and SD cards – allowing videographers more options in terms of storage capacity. With the Memory Stick PRO-HG Duo, users can transfer their movies and photos up to 4 times faster than when using the Memory Stick PRO Duo Mark2.

Customers who purchase the Handycam® NEX-VG10E will also be entitled to a free download of Vegas Movie Studio HD Platinum 10, which lets them make post-production edits on their videos, such as video compositing, colour correction and soundtrack creation.

Sony's new Handycam® NEX-VG10E will be available from mid September 2010 at the suggested retail price of HK\$15,980.

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on [www.sony.com.hk](http://www.sony.com.hk).

### **About make.believe**

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony - the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

## Specification Sheet for Sony Handycam® NEX-VG10E

<b>Model Name</b>	<b>NEX-VG10E</b>
<b>Image Sensor</b>	APS-C type (23.4x15.6mm) Exmor APS HD CMOS sensor with RGB primary colour filters; 25P scanning
<b>Gross Pixels</b>	Approx. 14,600,000 pixels
<b>Minimum Illumination</b>	11 lux. ( 1/25 Shutter Speed / F3.5)
<b>Supplied Lens</b>	SEL18200 Sony E-mount E18-200mm F3.5-6.3 with in-lens Optical SteadyShot Active Mode
<b>Zoom</b>	11x (optical, ring)
<b>Focus</b>	Auto/Manual (ring)
<b>Focal length (35mm equivalent)</b>	Video mode: 32.4mm-360mm Still photo mode: (3:2) 27mm-300mm / (16:9) 32.4mm-360mm
<b>Shutter Speed</b>	1/4 - 1/4000 (video, manual control) 30 - 1/4000 (photo, manual control)
<b>White Balance</b>	AWB / Daylight / Shade / Cloudy / Incandescent / Fluorescent / Flash / C. Temp Filter / Custom
<b>Recording Media</b>	Memory Stick PRO Duo / Memory Stick PRO-HG Duo / SD / SDHC / SDXC (Class 4 or higher)
<b>Recording Mode (AVCHD)</b>	FX (1920x1080i, 24Mbps) FH (1920x1080i, 16Mbps) HQ (1440x1080i, 9Mbps)
<b>Still Photo Resolution (JPEG)</b>	16:9 Mode; 4592x2576 (12M) / 3:2 Mode; 4592x3056 (14M)
<b>Audio Recording</b>	Dolby Digital 2ch, via Quad Capsule Spatial Array Stereo Microphone; External microphone input jack
<b>LCD Monitor</b>	7.5cm / 3.0"-type, 921,600 dots (approx.) Xtra Fine LCD with TruBlack technology
<b>Electronic Viewfinder</b>	1.1cm / 0.43"-type, 1,440K dots (approx.) Xtra Fine
<b>Stamina</b>	330 min. continuous recording (with the optional NP-FV100, FH mode)
<b>Interfaces</b>	-Accessory shoes -HDMI OUT jack -Stereo headphone jack -External stereo mic input jack -USB 2.0 (mini B / Hi-speed) jack -DC IN jack
<b>Dimensions (D x H x W)</b>	294 x 132 x 97 mm (inc. supplied lens and hood)
<b>Weight (approx.)</b>	1.3Kg (with SEL18200 lens, lens hood, NP-FV70 battery and Memory Stick PRO Duo)