

Press Release

Cyber-shot™ RX100 II from Sony Features New Exmor R™ CMOS Sensor *RX100 II adds better low-light images, Wi-Fi/ NFC and tilt LCD*



- Delivers superior picture quality with convenient new features based on the hugely popular RX100
- New 20.2 effective megapixel back-illuminated Exmor R™ 1.0-type CMOS sensor boosts sensitivity for better low-light images
- Wi-Fi and easy One-touch smartphone connection with NFC
- Add optional accessories with Multi Interface Shoe and Multi Terminal
- 3.0-type (1,229K dots) White Magic™ LCD tilts up or down
- Full HD 24p/25p movie for rich, cinematic video footage
- TRILUMINOS™ Colour for richer, more natural colours

Hong Kong, June 27, 2013 – Sony today announced the launch of the new Cyber-shot™ RX100 II (DSC-RX100M2) from Sony, which puts even more shooting power in your pocket. Sleekly styled in strong, light aluminium, it's a perfect partner for quality-conscious photographers who want DSLR-style images from a pocket camera with generous control options.

Building on the superb picture quality of the multi-award winning RX100, the new camera now delivers even better results whether you're shooting indoors or at dusk without a flash. The newly developed back-illuminated Exmor R™ 1.0-type CMOS sensor increases sensitivity while reducing picture noise in tricky low-light scenes. Combined with the exceptional f1.8 Carl Zeiss Vario-Sonnar T* lens, you'll see the difference with exceptionally crisp, natural stills and Full HD video in any shooting situation – from parties to night-time landscapes.

Wi-Fi makes it easy to connect the camera wirelessly with your smartphone and transfer photos or MP4 videos for easy sharing. It's also the first ever camera from Sony with NFC (Near Field Communication) technology, giving the extra convenience of One-touch connection with Android smartphones and tablets. There's no set-up needed – simply touch your mobile device against the RX100 II and a wireless connection is made instantly. One-touch Remote even lets you trigger shutter release from your smartphone — great for group shots when you don't want to be left out of the action.

The camera's enthusiast appeal is further enhanced by a new Multi Interface Shoe and Multi Terminal. Expand your photographic possibilities by attaching optional accessories – including an electronic viewfinder, powerful external flash and stereo microphone – via the versatile Multi Interface Shoe. The Multi Terminal also allows the addition of other options such as a shutter-release remote controller.



The bright, detail-packed 3.0-type White Magic™ LCD now tilts up and down¹, giving greater freedom to compose shots in comfort. Hold the camera high up to reach over crowds, or get down low and see things from the perspective of pets and children.



¹ 84 degrees upward and 45 degrees downward

Compatibility with TRILUMINOS™ Colour technology ensures even richer, more natural colour reproduction with the new generation of BRAVIA televisions featuring TRILUMINOS™ Display.

Full HD video modes are expanded with the addition of 24p/25p shooting for smooth, cinematic movies. Other refinements include a step zoom function that's accessible via the camera's customisation menu. Instantly choose from five popular focal lengths using the control ring – 28mm, 35mm, 50mm, 70mm or 100mm: it's an intuitive alternative to zooming in and out when you're in a hurry.

The PlayMemories Mobile app has been updated to enable the One-touch capabilities of the RX100 II, and also now features an enhanced user interface. It is available now for free from the Google Play store for all Android smartphones.

Introduced in June 2012, the Cyber-shot™ DSC-RX100 is world's first compact fixed-lens camera with a 1.0-type 20.2 effective megapixel sensor.

The new Cyber-shot™ RX100 II digital compact camera from Sony is available from end of July 2013 at HK\$5,890.

Sony Premium Services

Customers who purchase the latest Cyber-shot digital camera are eligible to purchase optional Sony Premium Services which bring a host of benefits. These include the extension of the product warranty and a 20% discount on Sony Studio services. Additionally customers will get a 50% discount on value-added services which include: system and firmware updates for the cameras, image retrieval service, and delivery service. Premium Services (Cyber-shot digital cameras) provided: An extension of the local warranty 1-year plan at HK\$190 and an extension of local warranty 2-year plan at HK\$340.

For details of Premium Services, please visit <http://www.sony.com.hk/premiumservices/>.

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

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.

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.

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Specifications of Cyber-shot™ digital camera DSC-RX100M2:

Model		DSC-RX100M2
Image Sensor		
Image Sensor	1.0 type (13.2 x 8.8mm) Exmor R™ CMOS sensor, aspect ratio 3 : 2	
Number of Pixels	[Effective] Approx. 20.2 megapixels [Gross] Approx. 20.9 megapixels	
Lens		
Lens Type	Carl Zeiss Vario-Sonnar T*, 7 elements in 6 groups (4 aspheric elements including AA lens)	
Focal Length (35mm equivalent)	[Still Image 3 : 2] f = 28 -100mm [Still Image 16 : 9] f = 29 -105mm [Still Image 4 : 3] f = 30 -108mm [Still Image 1 : 1] f = 36 -127mm [Movie 16 : 9] f = 29 -105mm (SteadyShot Standard), f = 33 -120mm (SteadyShot Active mode) [Movie 4 : 3] f = 36 -128mm (SteadyShot Standard), f = 41 -146mm (SteadyShot Active mode)	
F-number	F1.8 (W) - 4.9 (T)	
Focal Range (From the front of the lens)	iAuto: AF(W:Approx.5cm to infinity, T:Approx.55cm to infinity) / Program Auto: AF(W:Approx,5cm to infinity, T:Approx.55cm to infinity)	
Camera		
Imaging Processor	"BIONZ"	
Total Zoom Magnification	3.6 x Clear Image Zoom: Still Image 20M Approx. 7.2x / 10M Approx. 10x / 5M Approx. 14x / VGA Approx. 54x Digital Zoom: 20M Approx.14x / 10M Approx.20x / 5M Approx.28x / VGA Approx.54x	
Main Functions		
Wi -Fi	Yes	
NFC	NFC: NFC forum Type 3 Tag compatible, One-touch remote, One-touch sharing	
Optical Zoom during Movie Recording	Optical Zoom: 3.6 x (Optical Zoom during movie recording) Movie Digital Zoom 14 x	
Focus Mode	Single - shot AF (AF - S) / Continuous AF (AF - C) / Direct Manual Focus (DMF) / Manual Focus	
Focus Area	Multi point AF / Center weighted AF / Flexible spot / Flexible	

	spot AF (Tracking focus) / Flexible spot AF (Face tracking)
Light Metering Mode	Multi Pattern/ Center Weighted/ Spot
Aperture	iAuto(F1.8/F11(W)) / Program Auto(F1.8/F11(W)) / Manual(F1.8/F11(W)) / Shutter Priority(F1.8/F11(W)) / Aperture Priority(F1.8/F11(W))
Shutter Speed	iAuto (4-1/2000) / Program Auto (1-1/2000) / Manual (30 - 1/2000) / Shutter Priority (30 -1/2000)/ Aperture Priority (8-1/2000)
ISO Sensitivity(REI)	Auto(ISO160-12800, selectable with upper / lower limit),160/200/400/800/1600/3200/6400/12800 (Extendable to ISO100/125),Multi-Frame NR:Auto(ISO160-25600), 200/400/800/1600/3200/6400/12800/25600 Movie: Auto:(ISO160Level-ISO3200Level, selectable with upper / lower limit), 160/200/400/800/1600/3200
Exposure Compensation	Plus / Minus 3.0EV, 1 / 3EV step
SteadyShot	[Still image] Optical [Movie] Active Mode, Optical type with electronic compensation (Anti-rolling)
White Balance	Auto / Daylight / Shade / Cloudy / Incandescent / Fluor (Warm White) / Fluor (Cool White) / Fluor (Day White) / Fluor (Daylight) / Flash / C.Temp., Filter / Custom
Shooting Mode (Still Image)	Superior Auto, Intelligent Auto, Program Auto, Aperture Priority, Shutter Speed Priority, Manual Exposure, Movie Mode, Panorama, Scene Selection
Scene Selection	Portrait, Anti Motion Blur, Sports Action, Pet, Gourmet, Macro, Landscape, Sunset, Night Scene, Hand-held Twilight, Night Portrait, Fireworks, High Sensitivity
Panorama	Sweep Panorama
Photo Creativity	Yes
Picture Effect	Toy Camera, Pop Color, Posterization, Retro Photo, Soft High-key, Partial Color, High Contrast Monochrome, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature, Watercolor, Illustration
Picture Effect for Movie	Toy camera, Pop Color, Posterization, Retro Photo, Soft High-key, Partial Color, High Contrast Mono
Creative Style	Standard, Vivid, Portrait, Landscape, Sunset, Black & White
Still Image: Number of Recorded Pixels(Image Size)	3:2mode: 20M(5,472×3,648) / 10M(3,888×2,592) / 5M(2,736×1824) / 4:3mode: 18M(4,864×3,648) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA / 16:9mode:

	17M(5,472×3,080) / 7.5M(3,648×2,056)4.2M(2,720×1,528)/ 1:1mode: 13M(3,648×3,648) / 6.5M(2,544×2,544) / 3.7M(1,920×1,920) Sweep Panorama:Wide(12,416×1,856/5,536×2,160)/ Standard(8,192×1,856/3,872×2,160)
Dynamic Range Function	Off, Dynamic Range Optimizer (Auto / Level 1-5), Auto High Dynamic Range: Off, Auto exposure difference, Exposure difference level (1.0 - 6.0EV, 1.0 - EV step)
Flash Mode	Auto / Fill - flash / Slow Sync / Rear Sync / Off
Flash Range	ISO Auto: Approx.0.3m to 15.0m (W) / Approx. 0.55m to 5.7m (T), ISO12800: up to Approx. 30.0m (W) / Approx. 11.3m (T)
Continuous Shooting Speed (Maximum)	Speed Priority Continuous Shooting: approx. 10 fps, Continuous Shooting: approx. 2.5 fps (AF-S)
Monitor	
LCD	7.5cm(3.0type)(4:3) / 1,228,800 dots / Xtra Fine / TFT LCD / Angle Adjustment Brightness Control: Auto / Manual (5 steps) / Sunny Weather mode
Recording	
Recording Media * w/ Adaptor (not supplied)	Memory Stick Duo, Memory Stick PRO Duo, Memory Stick PRO Duo (High Speed), Memory Stick PRO-HG Duo, Memory Stick Micro*, Memory Stick Micro (Mark2) *, Memory Stick XC-HG Duo, SD Memory Card, SDHC Memory Card, SDXC Memory Card, microSD Memory Card*, microSDHC Memory Card*, microSDXC Memory Card*
Recording File Format	Still Image: JPEG, RAW (Sony ARW 2.3 format), Movie: AVCHD Ver.2.0, MP4
Movie Recording Mode	PAL/NTSC Selector: [PAL] mode AVCHD: 28M PS(1,920x1,080/50p) / 24M FX(1,920x1,080/50i) / 17M FH(1,920x1,080/50i) / 24M FX(1,920x1,080/25p) / 17M FH(1,920x1,080/25p) MP4: 12M(1,440x1,080/25p) / 3M(VGA 640x480/25p) [NTSC] mode AVCHD: 28M PS(1,920x1,080/60p) / 24M FX(1,920x1,080/60i) / 17M FH(1,920x1,080/60i) / 24M FX(1,920x1,080/24p) / 17M FH(1,920x1,080/24p)MP4: 12M(1,440x1,080/30p) / 3M(VGA 640x480/30p)
Interface	Input and Output Terminal : Multi/Micro USB Terminal, Hi-Speed USB (USB2.0), Micro HDMI Multi – Interface Shoe

Battery	NP - BX1 (supplied)
Dimensions (W x H x D)	101.6 x 58.1 x 38.3 mm
Weight	Approx. 281g (Battery and Memory Stick Duo are included) / Approx. 254g (Body Only)
Print	Print Order Mark (DPOF): Single / Select / Folder
Others	Face Detection, Smile Shutter, Grid Line, Memory Recall, MF Assist, Auto Bracket, WB Bracket, Peaking, Auto Framing, Step Zoom Digital Level Gauge

Features and specifications are subject to change without notice.