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Sony laajentaa vloggaajille suunnattujen kameroiden valikoimaansa uusilla ZV-1- ja FDR-AX43

Compact 4K Handycam® -malleilla

ZV-1 esittelee videontekijöille kehitetyn uuden konseptin ja AX43 on uusi 4K Handycam -malli erittäin pitkälle viedyn kuvanvakausominaisuuksin.

Vlog Camera ZV-1

Sony today announced the new pocket-sized vlog camera **ZV-1** (hereafter referred to as ZV-1)– a lightweight, compact “all-in-one” style solution. Designed from the ground up for content creators and vloggers, the **ZV-1** combines easy-to-use features with uncompromising imaging technology, making this the perfect tool for any content creator at all skill levels.

“Sony’s new ZV-1 was purpose-built to meet the needs and demands of today’s video creators,” said Yann Salmon Legagneur, Director of Product Marketing, Digital Imaging, Sony Europe. “This camera is the result of direct feedback from our extended community who do not want to compromise with hybrid products, so we have designed this new model for those who put content creation first. It features an innovative design and introduces many new technologies, settings and modes that allow creators to make content in ways they have never been able to before. The ZV-1 aims to let the subject shine in any environment. Every single feature is optimised for any type of creator’s daily vlogging.”

The **ZV-1** features a 1.0-type stacked Exmor RS[®] CMOS image sensor with DRAM chip and 24-70mm [\[i\]](#) F1.8-2.8 ZEISS[®] Vario-Sonnar T* large-aperture lens creating beautiful background bokeh (background blur), allowing the subject to stand out from the background. The camera locks on and tracks subjects with high accuracy and speed using Sony’s leading-edge autofocus system. The **ZV-1** also includes the latest-generation BIONZ X™ image processor with front-end LSI delivering high resolution as well as low noise for superior image quality. It also combines this exceptional imaging technology with high-quality and versatile audio options. The **ZV-1** is Sony’s first compact camera with a side-opening Vari-angle LCD touchscreen, making it easier to compose your shots in selfie mode while connecting external audio accessories. To meet any video need, the **ZV-1** contains advanced video features including 4K movie recording [\[ii\]](#) and in-body image stabilisation.

Meeting the Needs of Today’s Content Creators

Quickly Switch Between two modes of Background Bokeh

The **ZV-1** offers a simple solution to easily switch between two levels of background blur (bokeh) while recording. Using the new Bokeh Switch

function, rapidly adjust the optical aperture between more and less background defocusing blur without losing focus on the subject. Located on top of the camera, this Bokeh button is easily accessible and makes self shooting a breeze.

Focus on the Subject You Want

The **ZV-1** makes it easier than ever to shoot product reviews and similar video content. Gone are the days of placing a hand behind an object to prompt the camera to bring it into focus thanks to a new Product Showcase Setting, which allows for quick and smooth focus transitions between the subject's face and the object placed in front of the lens.

Building on the leading-edge technology developed for **α™** (Alpha™) and RX series cameras, this new compact camera includes advanced autofocus (AF) allowing it to lock on and track subjects with high accuracy and speed while recording. For maintaining focus on the intended subject or subjects in busy environments, Real-time Eye AF [\[iii\]](#) and Real-time Tracking for video allows the **ZV-1** to stay locked on the subject's eye / face or seamlessly switch focus between multiple subjects while controlling the AF speed and tracking sensitivity when needed.

Prioritise Your Face

Extreme changes in lighting, like walking outside on a sunny day and suddenly moving from a bright location into shade, are no problem for the **ZV-1** thanks to the new Face Priority autoexposure (AE) function. It detects and prioritises the subject's face and adjusts the exposure to ensure the face is depicted at an ideal brightness in any environment. This AE technology also suppresses an abrupt change in exposure if the subject quickly turns away from the frame to eliminate unexpected blown-out or extremely dark shots.

Natural Colour

The **ZV-1** features advanced colour science re-engineered to optimise skin tones. To enhance emphasis on the subject's face – especially when shooting in selfie mode – the **ZV-1** creates a smooth and natural complexion, while also maintaining sharp images of the mouth and eyes in both videos and stills.

Crystal Clear Audio

High quality content requires clear, excellent audio quality, and the **ZV-1** is well-equipped to produce just that with reliable and versatile audio options. The **ZV-1**'s onboard mic features Sony's latest Directional 3-capsule Mic which was designed for forward-directional audio capture, allowing for clear capture of the subject's voice while minimising background noise, especially when operating in selfie mode. For added flexibility, the **ZV-1**

also features a standard 3.5mm mic jack (3.5mm) and Multi Interface Shoe™ (MI shoe) making it easy to connect a wide range of external microphones. The **ZV-1** is also supplied with a wind screen^[iv] accessory that fits on the MI shoe to minimise wind interference.

Design and Functionality Optimised for Vlogging

The **ZV-1** was designed with content creators and vloggers in mind. This compact, lightweight (approx. 294g / 105.5mm x 60.0mm x 43.5mm) camera is the first Sony compact camera with a side-opening Vari-angle LCD Screen, allowing creators to simplify their setup by utilising the MI shoe for optional external mics without the need of an additional mounting bracket.

Comfortably operate the **ZV-1** with one hand thanks to the easy-to-hold comfortable grip and a large movie REC button located on the top of the camera for quick access to video recording, as well as a recording lamp on the front of the camera that indicates if the camera is actively recording.

The **ZV-1** also includes major advances in image stabilisation, ensuring steady video even when shooting hand-held while walking. When recording in HD (Active mode), optical and electronic stabilisation methods are combined to reduce shaking up to 11 times^[v] that of standard SteadyShot™. When shooting 4K video using Optical SteadyShot (Active mode), there is improvement in stabilisation effect of up to 8 times^[vi] that of standard SteadyShot. The **ZV-1** is also compatible with the **GP-VPT2BT** Shooting Grip with Wireless Remote Commander, offering additional stability and comfort combined with cable-free connectivity.

Class-Leading AV Features

Despite the small form factor there are a multitude of pro-level movie making capabilities, including:

- 4K movie recording with full pixel readout and no pixel binning in high bit rate XAVC S™ codec.^[vii]
- Industry standard 3.5mm microphone input
- Hybrid Log-Gamma (HDR)^[viii] / S-Gamut3.Cine / S-Log3, S-Gamut3 / S-Log3
- Interval Shooting^[ix] for stunning time-lapse videos^[x]
- Super Slow-Motion^[xi] recording at up to 1000fps^[xii]
- Compatibility with 'Movie Edit add-on'^[xiii] from the "Imaging Edge™" mobile application for image stabilisation^[xiv] while editing Highlight ability to edit aspect ratios for IG etc.

Live Streaming with the ZV-1

Transform the **ZV-1** into a webcam by connecting it to a PC^[xv] via USB, which allows content creators to interact with their followers in real-time

while also utilising the advanced imaging technology and unique features of the **ZV-1**. This new Sony's PC software will be available in July 2020.

Pricing and Availability

The Vlog Camera **ZV-1** will be available in Europe in June 2020, priced at approximately €850.



FDR-AX43

Sony today also announced a new 4K [\[xvi\]](#) Handycam[®] featuring an acclaimed in-built gimbal mechanism, Balanced Optical SteadyShot™ technology, for capturing smooth, natural and high-quality video footage. The **FDR-AX43** has been developed for content creators and vloggers who want their footage to demonstrate a refined quality that will stand the test of time.

The **FDR-AX43** is the ideal partner for those who want to capture their travel or family memories but is also an incredibly efficient and versatile tool for content creators as part of their home studio and product review set-up.

The **FDR-AX43** implements some of Sony's most advanced imaging technologies including:

- Balanced Optical SteadyShot with a unique in-built-gimbal mechanism for smooth footage while walking, running or at full zoom
- ZEISS[®] Vario-Sonnar T* zoom lens with wide angle of 26.8mm [\[xvii\]](#)

- 20x optical zoom and Clear Image Zoom of 30x for 4K / 40x for HD[xviii]
- 1/2.5-type Exmor R™ CMOS image sensor[xix] and BIONZ X™ image processing engine delivering excellent image quality, even in low-light conditions
- High-bitrate shooting (100Mbps for XAVC S™ 4K, 50Mbps for XAVC S HD)[xx]
- Fast Intelligent AF for quick and precise subject capture
- Microphone structure with three mic capsules sound gathering for advanced sound quality[xxi]
- Flip-screen for selfie shooting
- Long battery life (Up to 235 mins continuous recording time with the supplied battery) and power supply from AC adaptor
- New Highlight Movie Maker which creates short movies[xxii] in-camera in 4K or HD resolution without any need for post-production editing. Easily share MP4 movies on social media sites via smartphone.

Pricing and Availability

The FDR-AX43 will be available in Europe in July 2020, priced at approximately €700.

A variety of exclusive stories, videos and exciting new content shot with the newest cameras and other Sony products can be found at

<https://www.sony.co.uk/alphauniverse>. Sony's European photography hub is available in 22 languages and details product news, competitions and an up-to-date list of Sony events in each country.

[i] Angle of view (35mm format equivalent)

[ii] 4K (QFHD: 3840×2160)

[iii] Real-time Eye AF for animals is not available movie shooting

[iv] Audio input itself is via the camera's internal mic but attaching the wind screen to the mic suppresses wind noise

[v] Image stabilisation angle at the wide-angle end of the zoom range, Active Mode

[vi] Image stabilisation angle at the wide-angle end of the zoom range, Active Mode

[vii] A Class 10 or higher SDHC/SDXC memory card is required to record movies in the XAVC S format. UHS-I (U3) SDHC/SDXC card is required for 100Mbps

[viii] Connect this product to an HDR (HLG) compatible Sony TV via a USB

cable to display HDR (HLG) movies

[ix] Wi-Fi is not operational during interval shooting

[x] Time-lapse movie creation is possible on a PC

[xi] Audio recording is not available. A Class 10 or higher SDHC/SDXC memory card is required

[xii] In PAL mode. Menu allows switching between NTSC and PAL modes

[xiii] Please use the latest version

[xiv] The Imaging Edge Mobile application is required

[xv] Windows® 10

[xvi] 3840x2160

[xvii] 35mm equivalent, 16:9. When “SteadyShot” is set to “Standard” or “Off”.

[xviii] When “SteadyShot” is set to “Active” or “Intelligent Active”.

[xix] Aspect ratio is 16:9

[xx] Requires SDXC/SDHC memory card Class 10 or higher for XAVC S 4K 60Mbps and XAVC S HD 50Mbps recording, and SDHC/SDXC memory card UHS-I U3 or higher for XAVC S 4K 100Mbps recording

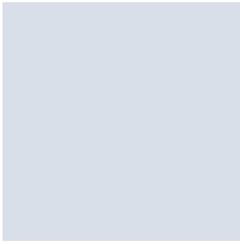
[xxi] Video Mode is AVCHD for 5.1ch recording

[xxii] When Dual Video Recording is ON. Video resolution is 1280 x 720 mp4

Tietoja Sony Corporationista

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