

# SONY

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## **Sony Launches Ultra-Compact, Robust and Waterproof RX0. Taking Hallmark RX Image Quality into Places Where No Other Camera Dares to Go**



*Introducing multi-unit, multi-view shooting to create a new imaging experience that has never been seen before*

- High-quality imaging technology in an ultra-compact & tough body: Waterproof<sup>1,2</sup>, Shockproof<sup>3,1</sup> and Crushproof<sup>4,1</sup>
- 1.0-type stacked 15.3MP<sup>5</sup> Exmor RS™ CMOS image sensor
- Featuring ZEISS® Tessar T\* 24mm<sup>6</sup> F4 Fixed wide-angle lens with maximum shutter speed of up to 1/32000 second and ability to shoot at up to 16 fps<sup>7</sup>

<sup>1</sup> Depending on usage conditions and circumstances, no guarantee is made regarding damage to, malfunction of, or waterproof performance of this camera

<sup>2</sup> Compliant with JIS/IEC protection levels (based on Sony tests). Shooting in depths of up to 10 metres is possible for up to 60 minutes (JIS: Japan Industrial Standards; IEC: International Electrotechnical Commission)

<sup>3</sup> Capable of withstanding a fall of 2.0 metres from MIL-STD-810G C1 Method 516.7-Shock compliant 5 cm plywood (based on Sony tests)

<sup>4</sup> Capable of withstanding a load of 200kgf /2000N (based on Sony tests)

<sup>5</sup> Approximate effective megapixels

<sup>6</sup> 35mm equivalent

<sup>7</sup> In Speed Priority Continuous mode. Focus and exposure settings fixed at first shot

- Range of creative video functionality including 40x Super Slow motion<sup>8</sup> recording, Picture Profile (S-Log2), and 4K<sup>9</sup> Clean HDMI Output
- Multi-camera control for multi-view shooting either wirelessly or with wired connection

**Sydney, 31 August, 2017** – Sony today announced a new type of camera which enables entirely new imaging possibilities, and inspires an unprecedented scope of expression from all who take it in hand. The [RX0](#) (model name: **DSC-RX0**) marries the hallmark leading image quality of the Sony RX series with advanced photo and video capabilities, all compressed into a robust and ultra-compact body.

Designed to facilitate creative photographic and videographic expression beyond current limitations, **RX0** is equally adept at shooting still images, filming video or can be used as part of a multi-camera set-up to create an inspiring series of images, videos and super slow motion footage from a multitude of different perspectives. Its miniature dimensions and all-around versatility maximise freedom to tackle photographic and videographic challenges in new ways, always with the assurance of high quality results.



Weighing just 110g<sup>10</sup> and measuring 59mm x 40.5mm x 29.8mm (WxHxD)<sup>11</sup>, **RX0** redefines how small and light a premium compact camera can be. It can be used as a standalone camera for capturing photos or videos in any shooting conditions including the rain, underwater, or in sandy or dusty environments and is equally adept as a part of a multi-camera setup to shoot subjects from a variety of different viewpoints.

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<sup>8</sup> Up to 1000fps super slow motion can be recorded. Image quality approaches Full HD quality at 250fps in Quality Priority mode. Sound cannot be recorded when shooting slow motion and setting conditions of focus, exposure, focus area, frame rate and other settings are fixed when start shooting. Micro SDHC/ Micro SDXC memory card of Class 10 or higher is required

<sup>9</sup> QFHD:3840x2160

<sup>10</sup> Approximate weight with battery and media included

<sup>11</sup> Approximate dimensions

## Stimulating imaginations

In addition to conventional bullet-time and time-slice shooting, the **RX0** multi-camera shooting solution opens the door to a new world of imaging opportunity and can be organised in a number of different ways. Sony's wireless radio commander, the **FA-WRC1M** can be used to trigger up to fifteen<sup>12</sup> **RX0**'s. The PlayMemories™ Mobile<sup>13</sup> app allows up to five **RX0** models to be connected wirelessly and the perfectly balanced form factor means that units can easily be secured in tough shooting positions to capture incredible new perspectives. A wireless multi-camera shooting solution capable of connecting further **RX0** units when an access point is used<sup>14</sup> is currently being developed and will be released in January 2018 via a firmware update. For users looking for a more reliable wired connection, a camera control box is also being developed and will be released in January 2018.



## Power packed

**RX0** is packed full of advanced Sony technology and features a 1.0-type stacked 15.3 MP<sup>6</sup> Exmor RSCMOS image sensor, BIONZ X<sup>®</sup> processor and a wide-angle ZEISS<sup>®</sup> Tessar T\* 24mm F4 fixed lens to deliver high resolution and less distortion results for both RAW and JPEG stills and across all supported video formats. It has an Anti-Distortion Shutter of up to 1/32000 second and can shoot at up to 16 fps, meaning that even fast moving objects are beautifully and accurately rendered. For those looking to capture the decisive moments of daily life, the compact nature of **RX0** means that usage is as unobtrusive as possible, thus maximising the possibility for natural, high quality shooting.

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<sup>12</sup>Wireless Radio Receiver FA-WRR1 and Multi Terminal Cable VMC-MM1 are required

<sup>13</sup> For smartphone or Tablet. Latest version is required

<sup>14</sup> Depending on the specifications of an access point, smartphone or tablet to be used as well as the radio wave environment of the installation location, the number of devices that can be connected will vary



**RX0** is waterproof<sup>1,2</sup> at depths of up to 10 metres and when used with the new **MPK-HSR1** Housing, can be used down to a staggering 100 metres depth<sup>15</sup>. It is shockproof<sup>3,1</sup> when dropped from up to 2 metres and crushproof<sup>4,1</sup> to 200kgf / 2000N, making it durable enough to withstand shooting in difficult situations where traditional cameras simply cannot go. Users can now produce content that simply has previously not been possible and the rain, sand and space-limited or dusty environments are no longer a barrier.

### Video Excellence

The **RX0** was conceived as a camera that is just as useful to the videographer as the photographer and this spirit manifests itself with a host of creative video features delivering stunning video results. For those who want to incorporate super slow motion footage<sup>8</sup>, the **RX0** offers the opportunity to shoot at up to 1000 frames per second, offering the opportunity to transform even the most mundane moment into something spectacular. For production flexibility, you can use 4K clean HDMI output to record uncompressed video to an external recorder. With both MF Assist and Peaking Functions, the focus can be precisely adjusted to your exact specifications and Picture Profile options and S-Log2 offer creative freedom to deliver the end result that you envisioned in your mind. Time Code / User Bit features provide an essential tool for multi-camera shoots in particular, making the editing process a much easier experience, and Preset Focus options add a true element of control to a shoot.

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<sup>15</sup> Under water, the shortest focal distance is increased, causing the angle of field to be narrower



VCT-CGR1 Cage

### Full Range of Accessories

To maximise the potential of **RX0**, a host of new accessories to support new ways of shooting have also been launched. These include the [VCT-CGR1](#) Cage for increased system flexibility, the [MPK-HSR1](#) Housing, enabling the **RX0** to be taken down to depths of up to 100 metres underwater,<sup>15</sup> the [CPT-R1](#) Cable Protector, [VF-SPR1](#) Spare Lens Protector, [VFA-305R1](#) Filter Adaptor Kit which includes filter adaptor, lens hood and MC protector, [NP-BJ1](#) Rechargeable Battery Pack and [ACC-TRDCJ](#) Accessory Kit.

### Availability

The new Sony RX0 and the full range of accessories will be available from early October 2017.

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**About Sony:** With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au](http://www.sony.com.au).

**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au). For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email [sony.sales@directed.com.au](mailto:sony.sales@directed.com.au).



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