

**Exmor R**  
CMOS Sensor

The "Exmor R" CMOS Sensor uses back-illuminated technology that utilises light more efficiently for smoother action sequences and higher image quality.

**BIONZ**

The BIONZ™ uses pixel interpolation to create 3.6x more visual data than 1920 x 1080 HD.

**Enhanced HD**

The result is extraordinarily clear image quality!

Exmor R

### "Exmor R" CMOS Sensor

If you have ever been in a situation where you wanted to take a video but couldn't because it was too dark, the solution is here.

With Sony's Exmor R CMOS Sensor, you won't ever have to worry about low light conditions. Using a state-of-the-art image sensor that incorporates a unique back-illuminated technology, the Exmor R CMOS sensor is able to utilise

available light more efficiently. The result is double the sensitivity when compared to conventional CMOS sensors!

This dramatic 2 times boost in sensitivity means that you'll not only be able to shoot high quality footage in bright daylight, you'll also enjoy superb low light performance. Now you can capture memorable experiences under all lighting conditions!

### Advantages of the "Exmor R" CMOS Sensor

- Up to 2x increase in sensitivity\*
- High quality day and night footage
- Superb low light performance
- Records excellent videos, even in dimly lit conditions
- Improved autofocus speed in low light conditions

\* When compared with conventional CMOS sensors.

#### High Sensitivity



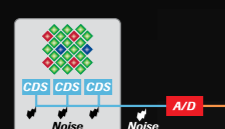
Conventional CMOS Sensor



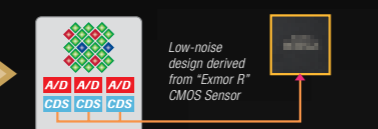
"Exmor R" CMOS Sensor

Twice the sensitivity and less noise for more beautiful images in low light conditions.

#### Previous CMOS Sensor



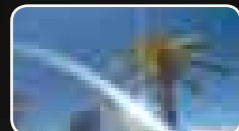
#### Newly Enhanced "Exmor R" CMOS Sensor



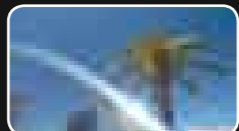
Analogue signal transmission, subject to noise    Digital signal transmission, subject to noise

A/D Conversion    Correlated Double Sampling

#### Smear-free Clarity



Conventional CMOS Sensor



"Exmor R" CMOS Sensor

Another benefit of the "Exmor R" CMOS Sensor is smear-free still images even when strong light sources are present in a frame.

Handycam  
Comparison Chart

	DCR68E	HDR150E	HDR350VE	DCR4E	DCR63E	HDR10E	HDR350VE	HDR350VE
Format	HDD HARD DISK DRIVE AVCHD	HDD HARD DISK DRIVE AVCHD	HDD HARD DISK DRIVE AVCHD	MEMORY STICK HYBRID	MEMORY STICK HYBRID	MEMORY STICK AVCHD	MEMORY STICK HYBRID	MEMORY STICK AVCHD
Media storage type	80GB HDD, Memory stick, SD	120GB HDD, Memory stick, SD	160GB HDD, Memory stick, SD	4GB Internal Memory, Memory stick, SD	16GB Internal Memory, Memory stick, SD	Memory stick, SD	32GB Internal Memory, Memory stick, SD	64GB Internal Memory, Memory stick, SD
SD/HD recording	SD	SD/HD	SD/HD	SD	SD	SD/HD	SD/HD	SD/HD
Exmor R Image Sensor	Exmor R	Exmor R	Exmor R	Exmor R	Exmor R	Exmor R	Exmor R	Exmor R
Lens	ZEISS 60x	ZEISS 25x	ZEISS 12x	ZEISS 60x	ZEISS 60x	ZEISS 25x	ZEISS 12x	ZEISS 10x
SteadyShot	✓	✓	✓	✓	✓	✓	✓	✓
Dolby 5.1 Ch audio record	-	-	-	-	-	-	-	-
Max. Still Image resolution	VGA	9.1 MEGA PIXELS	7.1 MEGA PIXELS	VGA	VGA	9.1 MEGA PIXELS	7.1 MEGA PIXELS	12.0 MEGA PIXELS
Dual Record (still + video)	-	✓	✓	-	-	✓	✓	✓
Smooth Slow Motion Record	-	✓	✓	-	-	✓	✓	✓
Golf Shot	-	-	✓	-	-	-	✓	✓
Face Detection Technology	[Face] Face Detection	[Face] Face Detection	[Face] Face Detection	[Face] Face Detection	[Face] Face Detection	[Face] Face Detection	[Face] Face Detection	[Face] Face Detection
Smile Shutter Mode	-	✓	✓	-	-	✓	✓	✓
Integrated GPS	-	-	GPS	-	-	-	GPS	GPS
Active Interface Shoe	-	-	✓	-	-	-	✓	✓
Quick-on	✓	✓	✓	✓	✓	✓	✓	✓
Highlights playback	-	✓	✓	-	-	✓	✓	✓
One Touch DVD burn (VRDP1)	✓	✓	✓	✓	✓	✓	✓	✓
PMB software supplied	✓	✓	✓	✓	✓	✓	✓	✓

SONY  
make.believe

HANDYCAM



Handycam SD & HD 2010

SONY  
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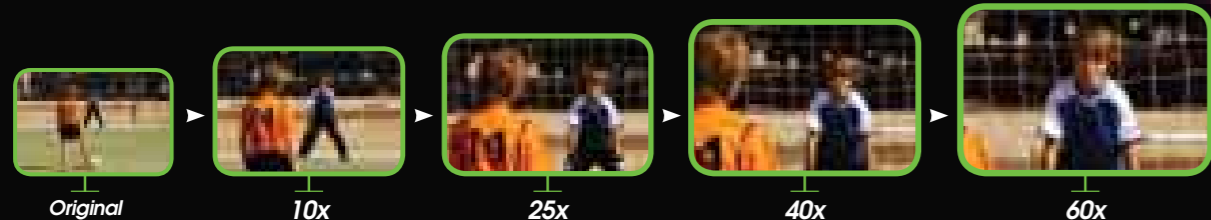


OFFICIAL FIFA PARTNER



### 60x optical zoom

Capture all the excitement of the big game with an SD Handycam camcorder. Excellent sound and vision reproduction ensures that the atmosphere and energy of the event is faithfully recorded. Plus with a high quality Carl Zeiss 60X optical zoom lens you're always right in the thick of the action!



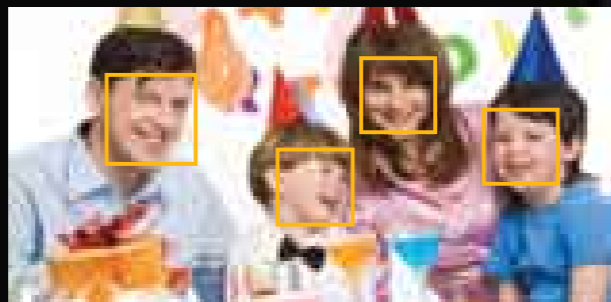
### Face Detection and Smile Shutter

The extremely useful Face Detection and Smile Shutter features are a great help especially at weddings, birthday parties, and other large gatherings. You can prioritise a person so that it automatically optimises focus, exposure, and colour for the best results. On top of that, Smile Shutter also detects and captures snapshots of smiling faces even when you are recording a video. With these 2 intelligent features, you won't miss any special moments again!



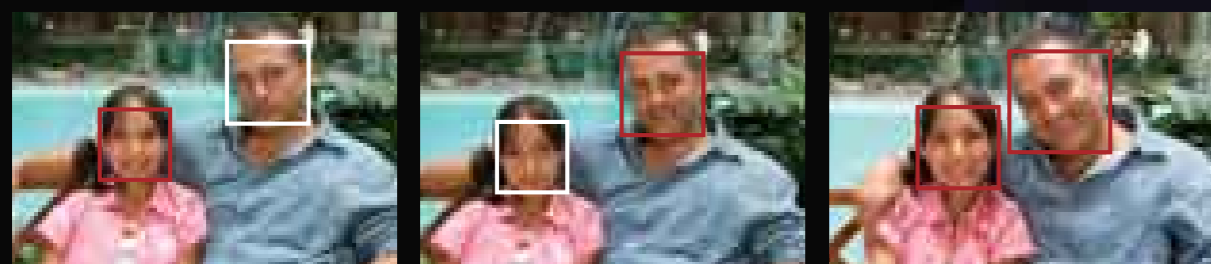
Features of Face Detection include:

- Prioritising a person simply by touching the face of the person on the screen
- The ability to "remember" a person when he re-enters a scene that he has left
- Automatically optimises focus, exposure, and colour for the best results



Features of Smile Shutter include:

- Automatically detecting and capturing smiles
- Capturing natural and candid shots
- Taking photos without interrupting video recording



Child Priority

Adult Priority

All



### Integrated GPS

How often have you looked at a digital photo or video and wondered where it was taken?

GPS tagging of images lets you relive your trip, step-by-step, and even export it to the web to incorporate other images and information about the area.

Sony offers integrated GPS on selected Handycam models and GPS tagging of all digital images with the GPS-CS3 adaptor.

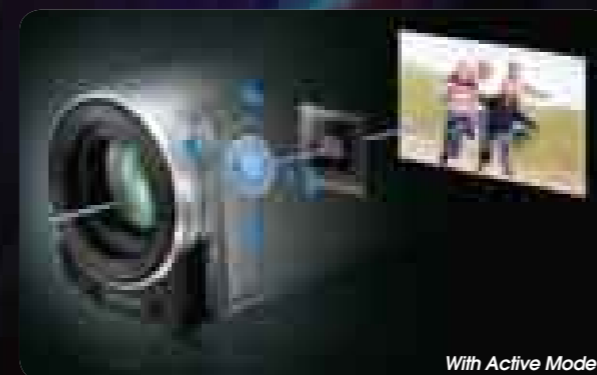


### SteadyShot (Active Mode)

Record your children when they're having fun and running around at the playground with the new SteadyShot (Active Mode) feature. You'll be able to experience their joy all over again in sharp and clear recordings as this amazing feature has a camera shake correction angle that's 10 times steadier than the conventional SteadyShot! If that's not enough, this feature also lets you capture smooth footage even when you're walking - perfect for when chasing the kids or family pet!



Without Active Mode



With Active Mode



### Wide-angle Lens

Ever wish you could capture your entire group of friends or that amazing historical landmark in one single shot? Now you can! With a class-leading focal length of 29.8mm (35mm equivalent) in video mode, you can now capture almost twice the area when compared to a conventional camcorder.



Standard lens

Wide angle lens



### Intelligent Auto

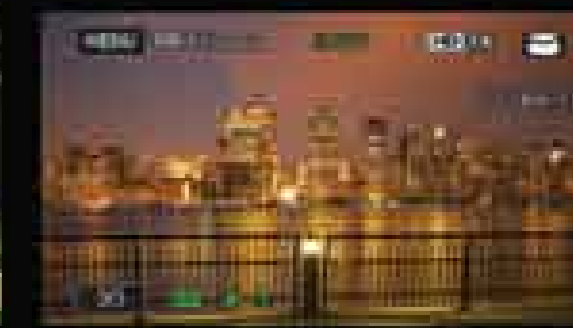
Many new Handycam camcorders come with a remarkable mode called Intelligent Auto (iAuto) that allows the user to record almost any scene perfectly. With this mode, Handycam camcorders will automatically recognise up to 60 different combinations of scenes and adjust the camera settings to achieve the best results. With this smart and intuitive feature, you'll have no trouble capturing high quality videos regardless of the conditions.



iAuto Mode: On



iAuto allows you to capture steady and sharp shots while walking.



Recording sharp and clear night scenes is now a breeze with iAuto.