

SONY

For Immediate Release

Sony brings new level of power to premium compact camera line-up with introduction of the RX100 VII; Alpha 9 performance in your pocket



- Newly developed 1.0-type stacked 20.1 MPⁱ Exmor RS™ CMOS image sensor with DRAM chip and latest generation BIONZ X™ image processor
- Alpha 9-level speed performance with up to 60 AF/AE tracking calculations per secondⁱⁱ and 20fpsⁱⁱⁱ blackout-free shooting^{iv} with AF/AE tracking
- World leading^v 357-point focal-plane phase-detection AF + 425-point contrast-detection AF with world's fastest⁵ 0.02 sec^{vi} high AF speed
- Real-time Tracking and Real-time Eye AF for humans and animals^{vii}
- ZEISS® Vario-Sonnar T* 24-200mm^{viii} F2.8 – F4.5 Large Aperture High Magnification Zoom Lens
- New 'Single Burst Shooting'^{ix} Drive Mode at up to 90fps^x speed
- Pro-level movie functionality including 4K^{xi} HDR (HLG)^{xii}, Real-time Tracking and Real-time Eye AF for movie shooting, 4K Active SteadyShot™, Vertical-position data recording for movies and integrated microphone jack

Auckland, 26 July 2019 – Sony today announced a new addition to its award-winning series of RX cameras with the launch of the **RX100 VII** (model DSC-RX100M7). Utilising technologies developed for Sony's full-frame mirrorless camera Alpha 9, the RX100 VII achieves new levels of performance in a compact camera, in both stills and movie shooting, inspiring the user to feel confident that they are armed with professional-level power in their pocket for spontaneous shooting in everyday life.



The **RX100 VII** is powered by a newly developed 1.0-type stacked Exmor RS CMOS image sensor and the latest generation BIONZ X image processor. This combination delivers new levels of autofocus performance and achieves speed breakthroughs that have previously only been seen on the Alpha 9. Flexibility of shooting is ensured by a ZEISS® Vario-Sonnar T* 24-200mm⁸ F2.8-4.5 high magnification zoom lens, making the **RX100 VII** a versatile choice for all types of shooting scenarios and users, from photo enthusiasts to professionals.



New standard for AF performance in a compact camera

The RX100 VII offers a world leading⁵ 357 focal-plane phase-detection AF points and 425 contrast-detection AF points. In addition, thanks to a newly optimised lens drive control, world's fastest⁵ 0.02 sec⁶ AF acquisition time is realised. A major leap in AF/AE tracking performance during continuous shooting^{xiii} means the camera performs AF/AE calculations up to 60 times per second² and captures fast moving action at 20fps³ with AF/AE tracking, ensuring that each moment is shot with swift and accurate focus.



In addition, the image sensor realises blackout-free shooting⁴ for a completely live view, even when continuous shooting at 20fps³; the same experience as the Alpha 9. The **RX100 VII** also debuts a new drive mode, Single Burst Shooting⁹, for capturing the perfect high-speed shot at up to 90fps¹⁰ in JPEG/RAW format utilising the anti-distortion shutter. 'Single Burst Shooting'⁹ allows the photographer to frame fast moving action and shoot as if taking a single shot but the camera will actually deliver seven still images, taken at 90fps, 60fps or 30fps, so the user can select the perfect moment.



For the first time in a compact camera, the **RX100 VII** introduces advanced 'Real-time Tracking' and 'Real-time Eye AF' capabilities. 'Real-time Tracking' utilises Sony's latest algorithm including artificial intelligence-based object recognition to ensure that subjects can be captured with excellent accuracy, even via the touch panel on the rear screen. 'Real-time Eye AF', the latest version of Sony's acclaimed Eye AF technology, employs AI-based object recognition to detect and process eye data in real time, resulting in improved accuracy, speed and tracking performance of [Eye AF](#) for both humans and animals⁷, and allows the photographer to concentrate exclusively on composition^{xiv}.

Movie-making marvel

The compact and lightweight characteristics of the **RX100 VII** (approx. 302g / 102mm x 58mm x 43mm^{xv}) mean it can always be carried around and can be mounted in places that larger cameras cannot. But its small factor belies a multitude of pro-level movie-making capabilities perfect for on-the-go shooting such as vlogging:

- 4K in-body movie recording with full pixel readout and no pixel binning in high bit rate XAVC S™¹¹
- Real-time Tracking and Real-time Eye AF for video
- 4K Active SteadyShot^{xvi} that is 8x more effective than 4K Standard SteadyShot
- Integrated Microphone input^{xvii}
- Hybrid Log-Gamma (HDR) / S-Gamut3.Cine / S-Log3, S-Gamut3/S-Log3
- Compatibility with 'Movie Edit add-on' from the '[Imaging Edge™](#)' mobile application for movie stabilisation and editing
- Vertical-position data recording for movies^{xviii}
- Interval Shooting^{xix} for stunning time-lapse videos
- Super Slow Motion^{xx} recording at up to 1000fps
- 180-degree flip screen for ease-of use whilst vlogging



Jun Yoon, Head of Digital Imaging Sony ANZ said, “As the global leader in sensor and processor technology we have been able to deliver many of the incredible features of our Alpha 9 in to a compact camera that fits in your pocket. The AF speed and industry-leading AI allows RX100 VII users to capture moments and create images and videos that were simply not possible before. When you see what this camera can produce, you’re guaranteed to be amazed.”

“The release of the RX100 VII is another exciting breakthrough highlighting Sony’s commitment to innovation in our industry.”



Ideal for vlogging

The **RX100 VII** is perfect for the advanced vlogger who can utilise the 180-degree flip up screen, and with the addition of the microphone jack, capture superior audio.

To make it the ultimate vlogging kit, the Shooting Grip (**VCT-SGR1**), which allows for easy recording and zooming right at your fingertips, can also be purchased.

New jacket case for the RX100 series

Sony has also introduced a new leather-look body case for the **RX100** series (**LCJ-RXK**) which includes a lens jacket and shoulder strap to protect the camera from bumps and shocks. It provides easy access to the microphone jack and USB terminal which enables charging and image transfers without the need to remove the case.



Pricing and availability

The **RX100 VII** will be available in New Zealand from August 2019 for SRP \$2,199.95. The **LCJ-RXK** will be available for SRP \$119.95 at a date to be confirmed.

For full product details, please visit:

RX100 VII: <https://www.sony.com.au/electronics/cyber-shot-compact-cameras/dsc-rx100m7>

LCJ-RXK: [https://www.sony.com.au/electronics/cyber-shot-compact-cameras-cases-covers-
straps/lcj-rxk](https://www.sony.com.au/electronics/cyber-shot-compact-cameras-cases-covers-straps/lcj-rxk)

A product video on the new **RX100 VII** can be viewed [here](#).

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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 New Zealand 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 New Zealand visit www.sony.co.nz

Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.

Images: Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.nz

Social Media: Stay up-to-date with Sony New Zealand competitions, events, product reviews and videos via Facebook - www.facebook.com/SonyNZ, Instagram www.instagram.com/SonyNZ and YouTube www.youtube.com/SonyNZ

ⁱ Approximate effective megapixels

ⁱⁱ When using the electronic shutter; effective when the shutter speed is 1/60 or above

ⁱⁱⁱ When using the electronic shutter with "Continuous shooting mode: Hi". Effective when the shutter speed is 1/60 or above

^{iv} Effective when using electronic shutter. The slower the shutter speed, the lower the refresh rate of the screen

^v Among fixed-lens digital still cameras with 1.0-type sensor. As of July 2019, based on Sony research

^{vi} CIPA standard, internal measurement, at f=9.0mm (wide-end), EV6.6, Program Auto, Focus mode: AF-A, Focus area: Centre

^{vii} Real-time Eye AF for Animals supports still images only, and cannot be used in combination with tracking. Does not work with some types of animal. Focusing may not perform well depending on scene and subject conditions

^{viii} Angle of view (35mm format equivalent)

^{ix} Seven still images are shot per burst. Focus and exposure are fixed at the first shot

^x When Drive Mode is set to "Single Burst Shooting: Hi"

^{xi} 3840x2160 pixels. 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. When "Auto Power Off Temperature" is set to "Standard", continuous shooting is possible for about 5 minutes

^{xii} Connect this product to an HDR (HLG) compatible Sony TV via a USB cable to display HDR (HLG) movies

^{xiii} Compared to RX100 VI

^{xiv} Both right eye and left eye are selectable, either via the menu or by the touchscreen panel

^{xv} Width x Height x Depth

^{xvi} Image compensation angle at wide-end (Comparison with 4K standard mode)

^{xvii} Attaching a mic without the Shooting Grip Kit requires an optional accessory

^{xviii} In-camera movie playback is in the horizontal position. Whether or not movies are displayed in the vertical position depends on your device

^{xix} Wi-Fi does not work during interval shooting

^{xx} Audio recording is not available. A Class 10 or higher SDHC/SDXC memory card is required