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For Immediate Release

Sony Launches New Compact 4K Handycam® Camcorder with Advanced Image Stabilisation Technology



AUCKLAND, 14 February 2020 — Sony today announced a new 4K¹ 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.



FDR-AX43 with ECM-B1M and GP-VPT1

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 26.8mm²
- 20x optical zoom and Clear Image Zoom of 30x for 4K / 40x for HD³

¹ 3840x2160

² 35mm equivalent, 16:9. When "SteadyShot" is set to "Standard" or "Off".

³ When "SteadyShot" is set to "Active" or "Intelligent Active".

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- 1/2.5-type Exmor R™ CMOS image sensor⁴ 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)⁵
- Fast Intelligent AF for quick and precise subject capture
- Microphone structure with three mic capsules sound gathering for advanced sound quality⁶
- 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 movies⁷ in-camera in 4K or HD resolution without any need for post-production editing. Easily share MP4 movies on social media sites via smartphone.



FDR-AX43 with ECM-B1M and GP-VPT1

Pricing and Availability

The FDR-AX43 will be available in New Zealand in mid-March 2020, for SRP\$1,499.95.

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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.

⁴ Aspect ratio is 16:9

⁵ 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

⁶ Video Mode is AVCHD for 5.1ch recording

⁷ When Dual Video Recording is ON. Video resolution is 1280 x 720 mp4

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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

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