

SONY

For Immediate Release

Sony introduces the digital camera ZV-1,
a newly designed camera for video content creators and casual video shooters
*New video-forward design and compact body packed with advanced imaging technology and
easy-to-use functionality*



AUCKLAND, 27 May 2020 – Sony today has announced the new pocket-sized digital camera [ZV-1](#) (hereafter referred to as “ZV-1”) – a lightweight, compact “all-in-one” solution. Designed from the ground up for vloggers, content creators and casual video shooters, the ZV-1 combines easy-to-use features with uncompromising imaging technology, making this the perfect tool for content creators of all skill levels.

“Sony’s new ZV-1 was purpose-built to specifically meet the needs and demands of vloggers and content creators,” said Jun Yoon, Head of Digital Imaging, Sony ANZ. “We are always listening to our customers, and this dedicated camera is the result of direct feedback from our extended creative community. Featuring an innovative design plus many new technologies, settings and modes, it will allow video content creators and casual video shooters 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 daily video creative expression.”

The ZV-1 features a 1.0-type stacked Exmor RS® CMOS image sensor with DRAM chip and 24-70mm¹ F1.8-2.8 ZEISS® Vario-Sonnar T* large-aperture lens to create beautiful background bokeh (background blur), allowing the subject to stand out from the background. The camera utilises Sony’s leading-edge autofocus system, Real-time Tracking, which tracks subjects with high accuracy and

¹ Angle of view (35mm format equivalent)

incredible speed. 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 screen, 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 recording² and in-body image stabilisation.

Meeting the needs of today's video content creators, vloggers and casual video shooters



Quickly switch between two modes of background bokeh

The ZV-1 offers a simple solution to easily switch between two levels of background bokeh while recording. Using the new Bokeh Switch function, easily 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 selfie shooting operation 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 identify 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 AF³ and Real-time Tracking for video allows the ZV-1 to seamlessly switch focus between multiple subjects while controlling the AF speed and tracking sensitivity.

² 4K (QFHD: 3840x2160)

³ Real-time Eye AF for animals is not available movie shooting

Prioritise your face

Extreme changes in lighting, like walking outside on a sunny day or 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.



ZV-1 with VPT2BT

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 input 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 screen⁴ accessory that fits on the MI shoe to minimise wind interference.

⁴ Audio input itself is via the camera's internal mic but attaching the wind screen to the mic suppresses wind noise



ZV-1 with VPT2BT and XYST1M

Design and functionality optimised for creative expression through video

The ZV-1 was specifically designed with vloggers, video content creators and casual video shooters 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 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 times⁵ that of standard SteadyShot™. When shooting 4K video using Optical SteadyShot (Active mode), there is improvement in stabilisation effect of up to 8 times⁶ that of standard SteadyShot. The ZV-1 is also compatible with both VCT-SGR1 and

⁵ Image stabilisation angle at the wide-angle end of the zoom range, Active Mode

⁶ Image stabilisation angle at the wide-angle end of the zoom range, Active Mode

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™ codec⁷
- Industry standard 3.5mm microphone input
- Hybrid Log-Gamma (HDR)⁸ / S-Gamut3.Cine / S-Log3, S-Gamut3 / S-Log3
- Interval Shooting⁹ for stunning time-lapse videos¹⁰
- Super Slow Motion¹¹ recording at up to 960fps¹²
- Compatibility with 'Movie Edit add-on'¹³ from the "Imaging Edge™" mobile application for image stabilisation while editing¹⁴ Highlight ability to edit aspect ratios for IG etc.

Availability

The **ZV-1** will be available in New Zealand from mid-June 2020, price TBC. For full product details, please visit: [ZV-1](#)

A product video for the new ZV-1 can be viewed [here](#).

The following accessories are sold separately. For more information, please visit: [VPT2BT](#), [VCT-SGR1](#) and [XYST1M](#).

###

About Sony mirrorless range: Sony is the leader in mirrorless with 13 camera bodies (8 full-frame & 5 APS-C) and 54 lenses (34 full-frame & 20 APS-C lenses) available in market in New Zealand. The Alpha mirrorless "One Mount" (E-mount) system give you an unmatched range of creative options.

Sony Scene is an online platform for photographers and content creators. Make the most of this amazing craft and explore an exciting range of workshops, events, competitions, articles and resources at: [Sony Scene](#)

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

⁷ 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

⁸ Connect this product to an HDR (HLG) compatible Sony TV via a USB cable to display HDR (HLG) movies

⁹ Wi-Fi is not operational during interval shooting

¹⁰ Time-lapse movie creation is possible on a PC

¹¹ Audio recording is not available. A Class 10 or higher SDHC/SDXC memory card is required

¹² In NTSC mode. Menu allows switching between NTSC and PAL modes

¹³ Please use the latest version

¹⁴ The Imaging Edge Mobile application is required

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