



DSC-RX100 VI

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Sony Celebrates Record Success at 2019 EISA Awards including first ever win for Photo

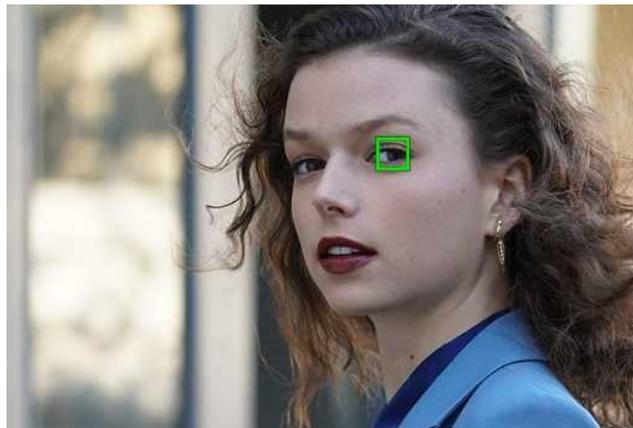
Innovation

Sony is proud to announce that it has received a record seven awards from the esteemed Expert Imaging and Sound Association, including its first win in the Photo Innovation category. Comprising 55 publications from 29 countries across the globe, EISA is internationally renowned for its expertise in consumer technology, and Sony is honoured to be recognised for its innovation and technical excellence in the electronics industry.

EISA PHOTO INNOVATION 2019-2020

Sony Real-time Eye AF

Sony's latest real-time autofocus algorithms are a game-changer. The enhanced Real-time Eye AF and Real-time Animal Eye AF focus precisely on a person or animal's eyes for pin sharp portraits. Photographers can even select the preferred eye of their subject (left or right) as the focus point. The AI-driven improvements also provide accurate and reliable tracking for moving subjects: in continuous autofocus mode, Real-time Eye AF maintains focus on a moving subject even when part of their face is temporarily obscured or turned away from the camera.



EISA WIDE-ANGLE PRIME LENS 2019-2020

Sony FE 24mm F1.4 GM

The Sony FE 24mm F1.4 GM is an expertly engineered prime lens that provides incredibly sharp images, both in the centre and at the edges of the frame, even at the largest aperture of F1.4. The optical design incorporates 10 groups with 13 elements, featuring two XA (extreme aspherical) elements and three ED (Extra-low Dispersion) elements, to ensure outstanding image quality. Meanwhile, the 11-bladed diaphragm produces a circular opening for beautifully blurred backgrounds. Meeting the strict standards for G Master status, the FE 24mm F1.4 GM combines the high resolution and beautiful bokeh that are the signature of the G Master series. The high-power DDSSM ensures fast, precise and silent focusing, while the 24cm minimum focus distance can be used to capture some spectacular

close-up perspectives. Impressively, it's also the most compact and lightweight lens in its class and is extremely effective in suppressing sagittal flare when used for shooting starscapes.



EISA PORTRAIT PRIME LENS 2019-2020

Sony FE 135mm F1.8 GM

The Sony FE 135mm F1.8 GM is a truly remarkable lens. It's extremely sharp from corner to corner, while at the same time its beautifully soft rendering of defocused backgrounds and bright highlights result in exceptional images, even at F1.8. This is achieved by an innovative optical design that places XA (extreme aspherical) and Super ED (Extra-low Dispersion) glass elements in the front group to effectively suppress all common telephoto lens aberrations. With a dust-proof and splash-proof construction, it's built to perform under challenging weather conditions, while the traditional aperture ring provides easy and intuitive handling. The FE 135mm F1.8 GM has a minimum focus distance of 70cm providing a 0.25x magnification ratio meaning it is also great for close-ups, and the high-performance autofocus motor offers speedy, accurate and silent focusing on moving subjects.



EISA TELEPHOTO PRIME LENS 2019-2020

Sony FE 400mm F2.8 GM OSS

Sony's first large-aperture E-mount super-telephoto prime is one of the lightest in its class and is perfectly balanced. This exciting lens produces brilliant image quality while offering extraordinary focusing speed and precision. It is built with [an innovative optical design with three fluorite elements](#) and two high-speed XD Linear Motors for fast moving-subject tracking performance. The 11-blade circular aperture produces beautifully blurred backgrounds and it is compatible with Sony's 1.4x and 2.0x E-mount tele-converters for even longer reach.



EISA PHOTO/VIDEO CAMERA 2019-2020

Sony ZV-E10

Perfect for content creators who shoot as many videos as they do stills, the ZV-E10 packs an impressive array of Sony's most advanced technologies from its acclaimed full-frame line-up into a compact, lightweight APS-C camera. The highlight is undoubtedly Sony's innovative Real-time Tracking and Real-time Eye AF, which keep your subject sharp and in-focus when moving around the frame. Other advanced video options include 4K HDR

recording, S-Log profiles for pro-level colour grading, a 180-degree fully tiltable screen and a microphone jack for high-quality sound recording.



EISA COMPACT CAMERA 2019-2020

Sony Cyber-shot RX100 VI

Sony's Cyber-shot RX100 VI is packed full of state-of-the-art photo technology, yet doesn't sacrifice the pocket-sized portability, fast responsiveness and high image quality that has become the hallmark of the RX100 line-up. The compact body houses an impressive ZEISS® Vario-Sonnar T* 24-200mm F2.8 – F4.5 retractable lens, electronic viewfinder and an integrated flash, offering all the flexibility you need to capture every moment, especially when travelling.

The 20.1-megapixel 1.0-type stacked CMOS sensor combined with the fast and reliable eye autofocus delivers pin-sharp images and portraits. The camera also offers a burst mode of 24fps and an impressive array of video features, including 4K recording and super-slow motion. With wireless technology like Bluetooth, NFC and Wi-Fi it partners seamlessly with your smartphone or tablet for on the go image sharing.



EISA BEST NOISE-CANCELLING HEADPHONES 2019-2020

Sony WH-1000XM3

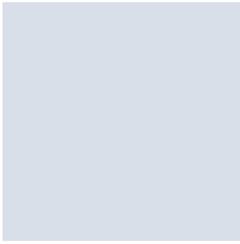
Boasting a new and improved design, Sony's WH-1000XM3 flagship noise-cancelling headphones offer an excellent fit for all users, so they are just as comfortable on a long-haul flight as they are during your daily commute. The outstanding multi-level noise-cancelling technology has approximately four times greater signal processing performance than its predecessor, and even adapts to different air pressures making them the perfect travel companion. Changing volume and selecting songs from your playlist is made easy via the touchpad located on the right ear cup, while additional functionality can be personalised on the Sony Headphones Connect app. The battery life is up to an impressive 30 hours on one charge (with the noise-cancelling turned on) and a quick ten-minute top up will give you another five hours of listening time. The WH-1000XM3 come with a carrying pouch, charging cable, headphone cable and an airplane adapter.



About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

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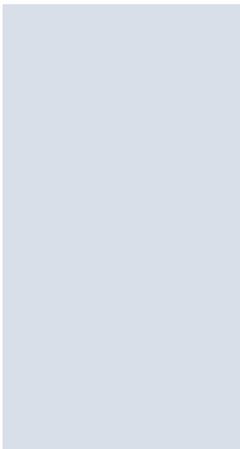
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