



## Media Advisory

25<sup>th</sup> January, 2018

### **Take part in Sony's "RX0 Video Challenge" and win up to €5000 worth of Camera Kit**

Sony today launched a Europe-wide competition<sup>i</sup>, challenging aspiring filmmakers and enthusiasts to channel their creativity into stimulating projects utilising Sony's compact [RX0](#) camera. All entries are in with a chance to win high-quality Sony camera equipment with a value of up to 5000 EUR, including Sony's highly acclaimed full-frame camera, the [a7SII](#) and SELP28135G lens as the top prize.

Weighing just 110g,<sup>ii</sup> the [RX0](#) is an ultra-compact, robust and waterproof camera in a form factor that enables content creators to produce video in ways that have not previously been possible. At its heart is a powerful 1.0-type stacked 15.3MP<sup>iii</sup> Exmor RS™ CMOS image sensor and it offers a slew of creative video options including 40x Super Slow motion<sup>iv</sup> recording, Picture Profile (S-Log2), and 4K<sup>v</sup> Clean HDMI Output. Multi-camera control for multi-view shooting can be part of either a wireless or a wired set-up, freeing up the user to realise their creative vision.

Applicants can enter the competition on the [Sony Community site](#), by pitching their video idea and outlining their approach on how to want to make videos utilising the creative possibilities offered by the RX0. Successful applicants are able to borrow multiple units<sup>vi</sup> to execute their project and upload their videos on YouTube<sup>vii</sup> and the Sony Community site.

In addition to the main prize, all entries are automatically entered into a monthly competition, won by the video with the most unique views that month which will be rewarded by a prize of an RX0<sup>viii</sup>.

The competition runs until 12am CET on the 31<sup>st</sup> of May 2018, with last applications accepted on April 30<sup>th</sup>, 2018. The winners of the competition will be assessed by a panel of judges, consisting of high-profile industry experts and videographers and will be announced on Friday, June 22<sup>nd</sup> 2018.

For more information on the competition, please check the [competition homepage](#).

For more information, please contact your local PR manager or:  
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### **About Sony Corporation**

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, interactive entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: <http://www.sony.net/>

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- <sup>i</sup> The competition is only open to residents from the following countries: United Kingdom, Ireland, Germany, France, Austria, Switzerland, Netherlands, Belgium, Luxembourg, Denmark, Norway, Finland, Sweden, Poland, Italy, Spain and Portugal. Applications from other regions will not be accepted.
  - <sup>ii</sup> Approximate weight with battery and media included
  - <sup>iii</sup> Approximate effective megapixels
  - <sup>iv</sup> Up to 1000fps super slow motion can be recorded. Image quality approaches Full HD quality at 250fps in Quality Priority mode. Sound cannot be recorded when shooting slow motion and setting conditions of focus, exposure, focus area, frame rate and other settings are fixed when start shooting. Micro SDHC/ Micro SDXC memory card of Class 10 or higher is required
  - <sup>v</sup> QFHD:3840×2160
  - <sup>vi</sup> Special T&Cs apply and can be found on the competition homepage.
  - <sup>vii</sup> YouTube is the only accepted platform for this competition. Videos uploaded on to other platforms will not be accepted.
  - <sup>viii</sup> Contestants can only win one monthly prize throughout the competition. Winners will be picked by Sony according to most unique viewer numbers between first and last day of each month.