



Press Release

10th May, 2018

Sony Celebrates Record Success at 2018 TIPA Awards

- **BEST MIRRORLESS CSC EXPERT FULL FRAME: α7 III**
- **BEST MIRRORLESS CSC PROFESSIONAL HIGH RES: α7R III**
- **BEST MIRRORLESS CSC PROFESSIONAL HIGH SPEED: α9**
- **BEST CSC STANDARD ZOOM LENS: FE 24–105 mm F4 G OSS**
- **BEST CSC TELEPHOTO ZOOM LENS: FE 100-400mm F4.5-5.6 GM OSS**
- **BEST SUPERZOOM CAMERA: RX10 IV**

The highly renowned Technical Image Press Association has recognised Sony's innovation and performance in the digital imaging industry with a record six TIPA awards.

BEST MIRRORLESS CSC EXPERT FULL FRAME: α7 III

Sony's unmatched innovation within the image sensor space is at the forefront of the new [α7 III](#), as it features a brand new 24.2MPⁱ back-illuminated Exmor R™ CMOS image sensor with increased sensitivity, outstanding resolution and an impressive 15-stopsⁱⁱ of dynamic range at low sensitivities. By combining this sensor with a variety of impressive features including extreme AF coverage of 93%, fast shooting at up to 10 fpsⁱⁱⁱ with either mechanical shutter or silent shooting^{iv}, diverse 4K^v video capabilities and more, Sony has created a new tool that gives all types of creators – from enthusiast to professional – the ability to capture content in new and different ways than they ever have before.

BEST MIRRORLESS CSC PROFESSIONAL HIGH RES: α7R III

Thanks to an evolutionary leap in image processing power and efficiency, the full-frame [α7R III](#) combines a high-resolution 42.4 MPⁱ back-illuminated full-frame

Exmor R CMOS image sensor with impressive shooting speeds at up to 10 fps^{vi} with full AF/AE tracking, as well as beautiful image and 4K^v video quality, wide 15-stopⁱⁱ dynamic range, high sensitivity with noise reduction of almost a full stop^{vii} and more. With these immense capabilities and a compact, lightweight body, it's an extremely versatile tool for photographers, videographers, multi-media creators and all other types of professionals that demand reliability, flexibility and versatility.

BEST MIRRORLESS CSC PROFESSIONAL HIGH SPEED: α9

The most technologically advanced, innovative digital camera that Sony has ever created, the new [α9](#) offers a level of imaging performance that is simply unmatched by any camera ever created – mirrorless, SLR or otherwise.

The full-frame camera offers many impressive capabilities that are simply not possible with a modern digital SLR camera including high-speed, blackout-free continuous shooting^{viii} at up to 20 fps^{ix}, 60 AF/AE tracking calculations per second,^x a maximum shutter speed of up to 1/32,000 second^{xi} and much more. These are made possible thanks to its 35mm full-frame stacked Exmor RS™ CMOS sensor - the world's first of its kind – which enables data speed processing at up to 20x faster than previous Sony full-frame mirrorless cameras^{xii}. This unique sensor is paired with a brand new, upgraded BIONZ X™ processing engine and front-end LSI that maximises overall performance. This industry-leading speed and innovative silent shooting^{xi} is combined with a focusing system that features an incredible 693 phase detection AF points. Covering approximately 93% of the frame, the focusing system ensures that even the fastest moving subjects are reliably captured and tracked across the frame.

BEST CSC STANDARD ZOOM LENS: FE 24–105 mm F4 G OSS

This full-frame lens covers the commonly used 24 to 105mm focal length range, delivering outstanding G Lens™ imaging performance with the most lightweight design in its class^{xiii}, maximising its versatility and usability. Therefore, the [FE 24-105mm F4 G OSS](#) can be used for versatile shooting including landscapes, portraits, weddings and more. This lens also features fast, precise and quiet autofocus capabilities in both still and video shooting, making it an ideal complement for Sony's extensive line-up of E-mount cameras.

BEST CSC TELEPHOTO ZOOM LENS: FE 100-400mm F4.5-5.6 GM OSS

The [FE 100-400mm F4.5-5.6 GM OSS](#) full-frame lens maintains the high standard of resolution that is the hallmark of Sony's flagship line-up of G Master™ series lenses, while also offering incredibly fast, precise AF capabilities, a lightweight, portable design and a variety of professional functions and customisability. It's an exceptionally powerful photographic tool for a variety of enthusiast and professional shooters, particularly those that are commonly shooting sports or wildlife.

BEST SUPERZOOM CAMERA: RX10 IV

Featuring the world's fastest^{xiv} AF acquisition time of 0.03 seconds^{xv} and up to 24fps continuous shooting^{xvi} with full AF/AE tracking, 315 phase-detection AF points that rivals those the fastest professional interchangeable lens cameras and an exceptionally versatile ZEISS® Vario-Sonnar T* 24-600mm^{xvii} F2.4-F4 Large Aperture High-magnification zoom lens, the new [RX10 IV](#) model delivers an unmatched combination of mobility and speed for imaging enthusiasts and professionals looking for the ultimate 'all-in-one' solution. 4K^{xviii} movie recording with full pixel readout and no pixel binning makes this power house just as relevant to video shooters as stills photographers.

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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 \$77 billion for the fiscal year ended March 31, 2018. Sony Global Web Site:

<http://www.sony.net/>

i Approximate, effective

ii Sony test conditions for still images

iii In continuous "Hi+" mode. Max. fps depends on camera settings

iv Some distortion may occur with fast-moving subjects

v A Class 10 or higher SDHC/SDXC memory card required for XAVCS movie recording, UHS speed class 3 or higher for 100 Mbps recording

vi Up to 10 fps in continuous "Hi+" mode, and up to 8 fps in continuous "Hi" mode. Maximum fps will depend on camera settings

vii Compared to the α7R II, according to Sony testing

viii Electronic shutter mode. At apertures smaller than F11 (F-numbers higher than F11), focus will not track the subject and focus points will be fixed from the first frame.

Display updating will be slower at slow shutter speeds.

ix "Hi" continuous shooting mode. The maximum frame rate will depend on the shooting mode and lens used. Visit Sony's support web page for lens compatibility information.

x At shutter speeds of 1/125 sec or higher, smooth and blackout-free live view images are shown in EVF

xi Silent shooting is possible when Shutter Type is set to "Electronic" and Audio signals is set to "Off."

xii Compared to the front-illuminated CMOS image sensor in the α 7 II

xiii Compared to currently available full-frame 24-105mm F4 standard zoom lenses as of press release date (October 25th, 2017), based on Sony research

xiv Among fixed lens digital cameras with 1.0-type sensor. As of September 2017 press release, based on Sony research.

xv CIPA standard, internal measurement, at f=8.8mm (wide-end), EV6.8, Program Auto, Focus mode: AF-A, AF area: Centre

xvi With "Continuous shooting mode: Hi"

xvii 35mm equivalent

xviii QFHD: 3840x2160