



PRESS RELEASE

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Every day is an adventure with Sony's newest Action Cam

Brand-new Action Cam features exceptional new movie functions and enhanced operability to ensure no action goes uncaptured

- Advanced SteadyShot™ for smoother, blur-free footage with 11.1 megapixel back-illuminated CMOS sensor and ZEISS® Tessar lens for crisp resolution
- Up to 3x smooth zoom and 2 angle setting modes for perfect field angle adjustment
- Enhanced camera body for improved usability and supplied Underwater Housing for up to 60m depth range
- Great movie functions with XAVC Sⁱ 50Mbps high - bitrate and 120p/100p high-frame rate recording at for incredible slow-mo footage and 4K Time-lapse capabilities using Action Cam Movie Creator

Relive your every-day adventures and capture stunning point-of-view footage with Sony's newest **HDR-AS50** Action Cam. Whether you're travelling, enjoying water sports, cycling or just strolling around, the **HDR-AS50** allows you to capture those experiences and relive them in mesmerising HD movies.

The **HDR-AS50** has an 11.1 megapixel back-illuminated CMOS sensor paired with a ZEISS® Tessar lens, capturing your content in crystal clear

high definition resolution. It uses advanced SteadyShot which is three times more powerful than its predecessorⁱⁱ and also used in the range topping **FDR-X1000V**, which delivers judder-free footage when shooting everything from motocross to aerial landscapes. The stabilisation system is especially effective against low amplitude vibration, which can occur when used with radio-controlled helicopters or drones. Capturing clear and steady footage of action sports is no longer problematic as shakes and blur during skydiving, running or cycling are effectively compensated for.

With the **HDR-AS50**, field angle adjustment is now possible through “angle setting” and “zoom setting.” Users benefit from two-step angle switchingⁱⁱⁱ between wide and narrow, allowing perfect frame adjustment of any scene with less image distortion for great quality, no matter what angle. The **HDR-AS50** also features a newly enhanced 3x smooth zoom, allowing you get even closer to the action.

The body of the **HDR-AS50** has been redesigned with emphasis on increased usability. The Action Cam provides a new and improved user interface, enabling intuitive operation through icon and button operability, for quick setting changes when time is of the essence. Users can control their Action Cam using smartphones and tablets and turn it on/off when using with the PlayMemories Mobile app^{iv}.

The camera boasts a rear USB port allowing users to connect a cable even whilst an accessory is attached, enabling the Action Cam to be supplied with power via a mobile battery, even while shooting. A tripod socket has been introduced eliminating the need for a tripod adaptor.

The new camera has implemented some changes based on customer feedback from athletes and other previous users and now comes with several new and improved user features. Adjustable and enhanced beep sounds as well as three tally lights on the top, front and back have been added to allow greater notice of camera conditions like REC status even when wearing a helmet and when mounted on handlebars or monopods.

The **HDR-AS50** comes with a variety of incredible movie functions for more exhilarating footage. Time-lapse Capture allows interval shooting of 8MP still images which means that even though the Action Cam only records in HD, when editing using the Action Cam Movie Creator software^v, these images can easily be turned into a stunning 4K Time-lapse movie. Time-lapse movies can also be created in Full HD using the Action Cam App^{vi}.

The **HDR-AS50** can capture high - bitrate recordings at 50Mbps using the XAVC S format, allowing you to shoot even the most complex of situations like splashing water or large crowds with impressive detail. Fleeting moments that ought to be emphasised can now also be captured in cinematic slow-motion, allowing you to add a creative touch to those epic moments.^{vii}

Sony's own in-built movie creator, Highlight Movie Maker^{viii}, now incorporates face detection and automatically assembles a highlight package which can be viewed and shared immediately. Your action-packed footage is rounded off with pure and vibrant sound recorded with a high-quality stereo mic allowing you to accurately capture the essence of waves crashing or children laughing.

The **HDR-AS50** comes with a large range of accessories to further enable you to preserve life's moments. Divers and swimmers can now benefit from a supplied Underwater Housing for the **HDR-AS50**, which allows footage to be captured down to 60m under water. The housing is perfectly designed to protect your Action Cam from damage and is therefore not only extremely tough but also dust-, shock and waterproof. The designated flat lens allows you to capture incredibly clear underwater footage. An optional Cap Clip (AKA-CAP1) is a perfect accessory for any casual use such as travelling or fishing.

Sony's new **HDR-AS50** Action Cam will be available in Europe mid-February 2016, priced in Europe at approximately €230.

Full technical product specifications for the **HDR-AS50** can be accessed [here](#).

For more information, please contact your local PR manager or:

Anna Persson, Nordic Jr. Product Manager, Handycam
anna.person@eu.sony.com /

Or

Lene Aagaard, PR communications Manager, Sony Nordic
lene.aagaard@eu.sony.com / +45 43 55 72 92

Or (Also product test samples):

Jukka-Pekka Hares, Viestintätoimisto Manifesto
sony@manifesto.fi / 050 371 5364

About Sony Corporation

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ⁱ XAVC S format movie shooting requires micro SDHC/SDXC Memory Card (Class 10).

ⁱⁱ Compared to HDR-AS20, HDR-AS30V, HDR-AZ1 and HDR-AS100V

ⁱⁱⁱ Wide / Narrow. Wide angle only available when SteadyShot is OFF

^{iv} With version.5.5. Camera on/off control requires Bluetooth 4.0 compatible smartphone or tablet (Android ver. 5.0 or later or iOS).

^v With version.5.1 for Windows and 3.1 for Mac

^{vi} With version.2.0 or later. Available for Android and iOS.

^{vii} Slow-mo effects can be edited within the Action Cam App or Action Cam Movie Creator

^{viii} Not available for XAVC S 24p and High speed recording