



For Immediate Release

Leilani Wright, 02 9539 7862

leilani@neon.black

Neon Black Agency

Sony Australia

PR.sanz@sony.com

Sony Introduces 5th Generation RX10 V

– The All-in-One Super Zoom Camera for Travel, Wildlife, and Sports Photography

*AI-powered Real-time Recognition AF and high-speed performance with a 24-600mm^{*1} zoom.*



SYDNEY, AUSTRALIA — July 10, 2026 — Sony announces the [RX10 V](#), the fifth generation of its RX10 all-in-one camera series. A single body covers wide-angle to super-telephoto through a large-aperture ZEISS® Vario-Sonnar T* 24-600mm^{*1} (25x optical zoom) F2.4-4.0 lens.

The RX10 V keeps the series' image quality, super-telephoto reach, and integrated lens design, and adds AI-powered Real-time Recognition AF for accurate subject recognition. Paired with blackout-free continuous shooting at up to 30 fps^{*2} with full AF/AE tracking, it holds focus on fast, unpredictable subjects. A 1.0-type stacked Exmor RS™ CMOS sensor (approximately 20.1 effective megapixels) and BIONZ XR™ processing engine drive both stills and 4K 120p^{*3} video, covering a wide variety of scenarios spanning from everyday moments to wildlife to school sports. The large aperture and 1.0-type sensor render soft, natural background blur.

The RX10 V borrows its button layout and grip design from the α™ (Alpha™) mirrorless series for intuitive control. A larger^{*4} Quad-VGA OLED electronic viewfinder shows fine detail clearly in bright sun or indoors, helping you compose precisely. The Z-series NP-FZ100

battery extends still shooting to approximately 630 shots^{*5}, roughly 50% more than the previous model^{*4}.

“The RX10 series is renowned for its versatility thanks to its all-in-one form factor partnered with the integrated 24-600mm lens. In the RX10 V, we’re introducing features and technologies from our Alpha lineup, further strengthening its position as an outstanding choice for passionate shooters looking for performance, portability and creative flexibility.” said Jun Yoon, Head of Digital Imaging, Sony Australia & New Zealand.



RX10 V Key Features

Wide-angle to super-telephoto image quality in one camera

A ZEISS® Vario-Sonnar T* F2.4-4.0 zoom covers 24mm to 600mm^{*1} with optical image stabilisation, spanning everyday shots to sports and wildlife. Macro focusing reaches approximately 3cm at 24mm^{*1} and approximately 72cm at 600mm^{*1} for tele-macro.

The BIONZ XR™ image processing engine keeps noise low at mid-to-high ISO, including indoors and in low light. Skin tones, skies, and greenery hold high resolution with accurate color and texture.

Twelve Creative Look presets set color and texture in-camera, and you can customise each one. The updated D-Range Optimizer (DRO) balances highlights and shadows across a wider range, up to Lv8, lifting shadows in strong backlight for more natural portraits.



AI-powered subject recognition and high-speed performance

Real-time Recognition AF, driven by an AI processing unit, recognises people, animals, birds, insects, cars, trains, and airplanes, with an Auto mode that identifies the subject type for you.*⁶ Human pose estimation tracks people even when they turn away or wear helmets or sunglasses. Touch a subject to start Real-time Tracking, which follows it steadily while you focus on composition.

AF/AE calculates up to 60 times*⁷ per second to track fast movement, and blackout-free shooting keeps the view continuous. Burst shooting runs at up to 30 fps*² with full AF/AE tracking, holding focus on wildlife, sports, and other unpredictable subjects. The Continuous Shooting Speed Boost function*² changes burst speed at any point during a sequence.

Video features

The RX10 V records 4K 120p video*³, including 4K slow motion at up to 5x*⁸. Active Mode stabilisation steadies handheld footage. The Multi Interface (MI) Shoe™ carries audio as a digital signal with compatible microphones (sold separately) for clean recording. AI subject recognition also drives an Auto Framing function*⁹ that keeps the subject centered during recording.

S-Cinetone™ gives cinematic color straight away, and S-Log3 leaves room for post-production grading. You can import up to 16 user LUTs and monitor the graded look while shooting in Log.*¹⁰ Time-lapse and still-image extraction with Shot Mark round out the video tools.



Handling and reliability

A larger 0.5-type Quad-VGA OLED viewfinder with approximately 3.68 million dots and approximately 0.78x magnification^{*11} shows the subject clearly for composition. A 3.0-type LCD monitor, upgraded to approximately 1.62 million dots, displays fine detail.

The [NP-FZ100](#) battery supports approximately 630 shots^{*5} per charge, roughly 50% more^{*4} than the previous model.

A button layout and grip based on the α series, plus a responsive eight-direction multi-selector, keep operation intuitive even through the viewfinder.

A dust- and moisture-resistant design^{*12} suits varied conditions, and Wi-Fi (2.4/5 GHz) handles fast, stable transfers.^{*13} USB Type-C® supports high-speed transfer and 4K 30p live streaming.

New to this model, [Creators' App](#) connects the RX10 V to your smartphone to send files to the cloud or phone, control the camera remotely, and update software.

Pricing and Availability:

The RX10 V will be available in Australia from Late July 2026 for \$3,499 AUD.

The RX10 V product video can be viewed on [YouTube](#).

###

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, image sensors 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/>.

About Sony Australia: Sony Australia 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, Alpha digital interchangeable lens cameras and Cyber-shot digital cameras, headphones, Walkman MP3 players and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Images: Product images can be downloaded from the Sony Australia & NZ Flickr site: <https://www.flickr.com/photos/sony-anz/>. For assistance, please contact the Sony team at Neon Black PR at sony@neon.black

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia & www.instagram.com/sonyalpha.anz, YouTube www.youtube.com/sonyaustralia and TikTok www.tiktok.com/sonyaustralia

*1. Angle of view (35mm format equivalent).

*2. Using the electronic shutter. Sony internal measurement. Continuous shooting speed may be reduced depending on shooting conditions.

*3. 4K (QFHD 3840 x 2160) 120p recording results in a slightly narrower angle of view.

*4. Compared to the RX10 IV.

*5. CIPA standard. When shooting stills using the LCD monitor. Up to approximately 570 shots when using the viewfinder.

*6. The intended subject may not be recognised in some situations. Manually selecting the intended subject in [Recognition Target] may resolve the issue.

*7. Actual performance may vary depending on shooting conditions.

*8. Post-production editing and S&Q mode recording are required. Audio recording is not available in S&Q mode.

*9. Available in movie mode only. Cropping from a 4K-resolution image area results in a narrower angle of view.

*10. LUT (Look Up Table): A file containing preset contrast and color information. Supported file formats are 17-point or 33-point CUBE files (.cube).

*11. 35mm equivalent, with a 50 mm lens focused at infinity and diopter set to -1 m⁻¹.

*12. The camera features a dust and moisture resistant design but is not guaranteed to be 100% dust and moisture proof.

*13. Supported frequency bands vary by country and region.