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For Immediate Release

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Sony Electronics Introduces the New Interchangeable-Lens Camera Alpha ZV-E10 for Creators



Alpha ZV-E10 APS-C Camera Delivers High Quality Photo and Video Performance, Video-Optimised Functions and Versatile Connectivity – Perfect for All Creators

(SYDNEY – AUSTRALIA, 28 JULY 2021) – Sony announces the new **Alpha ZV-E10 interchangeable lens APS-C camera**. Combining Sony's advanced imaging technology with extensive usability and a custom-built feature set that is optimised for creators.

At its core, the Alpha ZV-E10 features a 24.2-megapixel (approx. effective) APS-C Exmor CMOS sensor and BIONZ X image processing engine to produce high-quality imagery with high-sensitivity, detailed texture depiction and beautiful natural bokeh. Additionally, the Alpha

ZV-E10 includes the acclaimed video-specific features favoured in the popular digital camera, ZV-1.

“**Background Defocus**”ⁱ that can smoothly switch between a blurred (bokeh) and sharp background, as well as the “**Product Showcase Setting**”ⁱⁱ mode that allows the camera to automatically shift focus from the subject’s face to an object being highlighted.

“We are super excited to announce the new Alpha ZV-E10 camera to the content creator community” said Jun Yoon, Head of Digital Imaging, ANZ. *“We have adopted many features that were so well-received in our ZV-1 camera, and then added even more scope to your creative vision, through a larger sensor and an interchangeable lens system. Whether your content is focused on stills, video, or a healthy mix of both, this camera could be the perfect step-up, or additional tool in your kit”*

The Alpha ZV-E10 features a video-first design in a lightweight form factor (approx. 343gⁱⁱⁱ) and includes the popular side-opening Vari-angle LCD Screen that allows creators to connect external mics on top of the camera via the MI Hotshoe. This simplifies the setup whilst still allowing users to see the screen in selfie shooting mode and from high and low angles.



In addition to the screen, the Alpha ZV-E10 includes several other easy-to-use functions that are specifically designed for stills and video, including a new Still/Movie/Slow and Quick motion button located on the top of the camera that allows creators to easily change between their desired shooting mode with just one touch.

The new camera also includes advanced video features such as 4K video shooting and Slow Motion with high picture quality (FHD 120p). Electronic image stabilisation with Active Mode^{iv} is also available and delivers stable video recording even while walking and shooting handheld. The Alpha ZV-E10's advanced AF (autofocus) technology provides fast, precise AF with excellent tracking performance. Additionally, high quality audio for clear sound recording is achieved thanks to a powerful built-in microphone.

Creative Versatility

An Interchangeable Lens Camera for Expanded Creative Expression

The Alpha ZV-E10 allows the user to expand their creative expression by utilising the ideal lens for each individual scene they want to shoot. The wide variety of compatible lenses in Sony's E-mount lens lineup lets the user choose the perfect lens based on their creative vision.

Advanced Autofocus

Sony's industry-leading AF technology enables the user to leave the focusing duties to the camera so that they can concentrate on composing their shot. The Alpha ZV-E10 includes Fast Hybrid AF and Real-time Eye AF for video^v, Real-time Tracking^{vi} that allows the camera to keep track of the subject's face and eyes for fast and precise autofocusing even while shooting on-the-go and in challenging environments. The user can also customise the camera's AF settings, such as AF Transition Speed and AF Subject Shift Sensitivity, to choose between fast focusing or slow focusing according to their creative preferences.



Additionally, the Alpha ZV-E10's Touch Focus function allows the user to intuitively set the focus position in still images by simply touching the screen. With one tap, the user can instantly shift the focus position to a subject in the image periphery. This is available in both stills and video modes.

High Quality Audio

Sony's leading technology enables the Alpha ZV-E10 to capture crystal clear sound recording, thanks to its internal Directional 3-Capsule Mic and the supplied wind screen that greatly reduces wind noise. For expanded audio options, the Alpha ZV-E10 includes Digital Audio Interface via Multi Interface (MI) Shoe Cap and a mic jack to connect an external mic. The inclusion of a headphone jack allows the user to connect headphones to accurately monitor sound recordings. Audio output timing can also be set for Live or Lip Sync.

Putting the Subject First

When shooting in different settings with dramatic changes in light, the user can be assured that the Alpha ZV-E10 will automatically correct the exposure so that the subject's face is not over or under exposed, using an original Face Priority AE (autoexposure) algorithm capable of rapid AE transitions. This allows the camera to detect the subject's face and adjusts the exposure to ensure that the face is depicted at optimal brightness, even when selfie-shooting in scenes with extreme changes in lighting, and even if the subjects face turns away momentarily from the camera. In addition, the camera features the same advanced colour science from the popular ZV-1 to optimise skin tones for any subject in both still and video modes.

Cutting-edge Video Features:

- Internal 4K movie recording through full pixel readout without pixel binning^{vii}
- High bit rate XAVC S™ codec^{viii} at 100Mbps when recording 4K and 50Mbps when recording Full HD
- Slow & Quick Motion^{ix}
- High-speed full HD recording at 120 fps^x
- Interval Shooting^{xi} for stunning time-lapse videos^{xii}
- Hybrid Log-Gamma (HDR) ^{xiii} / S-Gamut3.Cine / S-Log3, S-Gamut3 / S-Log3

Designed for Creators

Users can comfortably operate the new Alpha ZV-E10 thanks to its easy-to-hold body grip and large MOVIE button that is conveniently located on top of the camera. When paired with the optional Shooting Grip with Wireless Remote Commander (GP-VPT2BT, sold separately), one-handed shooting is simplified with easy to access zoom, record and a customisable button. A recording lamp (tally light) is also provided on the front face of the body for an at-a-glance indication of recording status. A red frame on the LCD screen also appears while recording to quickly and easily let the user know if recording is active when behind the camera.



A unique feature of the Alpha ZV-E10 is the zoom lever that can operate optical zoom with power zoom lenses and Clear Image zoom with prime lenses. When pairing the camera with a prime lens, the user can zoom without losing video resolution to maintain full 4K video. The user can also choose from 8 zoom speed settings for added creative flexibility.

The Alpha ZV-E10 features long battery performance with enough power to capture up to 125 minutes^{xiv} or 440 images^{xv} on a full charge so the user can record for long periods without worry. When shooting indoors, creators can continue to record without worrying about battery consumption by supplying power through a USB Type-C® connector. To conserve the camera's battery, the Alpha ZV-E10's Vari-angle LCD Screen allows the user to put the camera into Power save mode^{xvi} by closing it and instantly shoot by opening the panel.

Stay Connected

Livestreaming

The Alpha ZV-E10 can also be used as a high-quality webcam or live streaming camera by simply connecting it to a PC or smartphone^{xvii} for increased mobility while streaming with no additional software needed.



The feature allows the user to take advantage of the Alpha ZV-E10's outstanding image quality and crystal-clear audio as well Face Priority AE and Soft Skin Effect while livestreaming or on video calls. Alpha ZV-E10 supports standards used for USB cameras like UVC (USB Video Class) / UAC (USB Audio Class). The Alpha ZV-E10 also allows users to connect to a power supply via USB cable while livestreaming for longer usage. For added convenience, the user can assign this function to a custom button to start streaming instantly.



Easy File Data and Transfers

Using Sony's Imaging Edge Mobile app^{xviii}, users can transfer selected images and video files to a mobile device via Wi-Fi. This also allows the user to transfer RAW image files. After the camera has been paired to the Imaging Edge Mobile app, the files' location data can be acquired from the mobile device and recorded. Users can transfer files from an SD card in the camera to a smartphone (mobile device) via Bluetooth even if the camera is powered OFF^{xix}.



Sony Vlog Challenge

Together with this announcement, Sony will host the Sony Vlog Challenge that encourages participants to create a vlog that highlights something that they are the most passionate and enthusiastic about. The application period will start on July 28, 2021 and is open to video creators worldwide. See full terms and contest rules [here](#).

ZV Community

Introducing ZV NATION, Sony's online community for content creators shooting on ZV Series cameras.

Whether you're starting your content creation journey, or a seasoned professional producing content full-time, Sony is here to support and celebrate your creative pursuits.

ZV Nation aims to bring together a community of like-minded creatives to facilitate discussions, share ideas, exchange knowledge and learn how to get the most out of their ZV cameras.

Member's will:

- Connect with fellow content creators
- Get the best from your ZV camera by learning direct from Sony's Product Specialists
- Exchange ideas within the community
- Receive exclusive offers on Sony products
- Attend specialised events hosted by Sony
- Collaborate with Sony on future campaigns

Applications will be open from August. More information will be available at www.sony.com.au/vlogwithsony.

Pricing & Availability

The **Alpha ZV-E10** and the ZV-E10 Single Lens Kit, featuring the E PZ 16-50mm F3.5-5.6 OSS power zoom lens will be available in black or white from August 2021.

Body (ZVE10B & ZVE10W) – SRP AUD\$1,249

Kit (ZVE10LB & ZVE10LW) – SRP AUD\$1,449

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About Sony mirrorless range: Sony is the leader in mirrorless technology with 9 Full-Frame and 4 APSC cameras. Complemented with over 60 native E-mount lenses available in Australia. The Alpha mirrorless system gives all creators an unmatched range of creative options.

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 Adhesive PR at sony@adhesivepr.com.au

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 and YouTube www.youtube.com/sonyaustralia.

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- ⁱ Background Defocus is the name of the function assigned by default to the C1 button. Aperture values in Bokeh Switch Defocus / Clear are as follows. Movies: [Background Defocus: Defocus] lens widest aperture; [Background Defocus: Clear] F8-11, controlled automatically between F8 and F11 according to the environment. Stills: [Background Defocus: Defocus] lens widest aperture; [Background Defocus: Clear] F11. F values are not displayed in either Movies or Stills. The menu item associated with the Bokeh Switch is named "Background Defocus".
- ⁱⁱ When Product Showcase Setting is activated image stabilisation on this model it remains on.
- ⁱⁱⁱ With battery and memory card included.
- ^{iv} Image crop in Active Mode. Active Mode is not available when recording at frame rates of 120 (100) fps, including S&Q
- ^v Real-time Eye AF for animals is not available in movie shooting.
- ^{vi} Tracking" in the menu.
- ^{vii} When recording at 24p. With image stabilisation Off/Standard Mode.
- ^{viii} A Class 10 or higher SDHC/SDXC memory card is required to record movies in the XAVC S format. UHS-I (U3) SDHC/SDXC card is required for 100Mbps
- ^{ix} Sound recording is not possible. A Class 10 or above SDHC/SDXC card is required.
- ^x A Class 10 or higher SDHC/SDXC card is required for XAVC S format movie recording. UHS speed class 3 or higher is required for 100 Mbps recording. Frame rates are 1-120fps (NTSC) or 1-100fps (PAL).
- ^{xi} Wi-Fi is not operational during interval shooting
- ^{xii} Time-lapse movie creation is possible on a PC
- ^{xiii} Connect this product to an HDR (HLG) compatible Sony TV via a USB cable to display HDR (HLG) movies
- ^{xiv} Continuous recording time for movies.
- ^{xv} CIPA standards.
- ^{xvi} On this model, whatever the screen orientation (inward or outward facing), the user can shoot as soon as they open the screen.
- ^{xvii} Your PC or smartphone OS must be compatible with UVC/UAC to use this functionality. Among smartphones, operation has been verified with the Xperia 1 II and Xperia 5 II (latest firmware required) for Android™ 11 or later (As of May 2021). Compatibility with other smartphones depends on manufacturers' specifications. A commercially available USB cable and/or terminal adaptor may be used to connect to equipment with a USB Type-C port.
- ^{xviii} Imaging Edge Mobile version 7.5.1 or later is required.
- ^{xix} "Power off connection" in the camera's smartphone settings must be turned ON, and the camera and smartphone must be paired via Bluetooth.