



For Immediate Release

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Sony Celebrates Seven Wins at 2021 EISA Awards Including Highly Coveted ‘Camera of the Year’ for Alpha 1



SYDNEY AUSTRALIA - 18 August 2021 – Sony is extremely proud to announce that its quality and innovation has once again been recognised at the highly celebrated Expert Imaging and Sound Association Awards.

Sony won a total of seven awards including ‘**Camera of the Year**’ for Alpha 1.

Full list of Sony awards wins:

- EISA Camera of the Year 2021-2022: **Alpha 1**
- EISA Photo/Video Camera 2021-2022: **Alpha 7S III**
- EISA Standard Lens 2021-2022: **FE 50mm F1.2 GM**
- EISA Wide-Angle Lens 2021-2022: **FE 14mm F1.8 GM**
- EISA Wide-Angle Zoom Lens (full-frame) 2021-2022: **FE 12-24mm F2.8 GM**
- EISA Home Theatre Projector 2021-2022: **VPL-VW590ES**

EISA Camera of the Year: Alpha 1



With the [Alpha 1](#), photographers do not need to think about the traditional trade-off between resolution and speed because this camera offers both. At its heart is a 50.1 MP full-frame stacked Exmor RS™ CMOS image sensor and BIONZ XR™ processor for blazing fast read speed that allows for up to 30fps continuous shooting, with an uninterrupted blackout-free view in its electronic viewfinder. The dual driven shutter allows flash sync up to 1/400 sec and electronic shutter flash sync at up to 1/200 sec. Designed to be one of the most versatile cameras ever made, the Alpha 1 offers industry-leading video capabilities with up to 8K (7680x4320) 30p 10-bit 4:2:0 movie recording. Equipped with the latest and fastest technologies for data transfer, it provides professional grade workflow and expanded tethered shooting capabilities that makes it the best choice for demanding professionals.

EISA Photo/Video Camera: Alpha 7S III



The [Alpha 7S III](#) delivers stunning 4K video quality without any compromise. The camera boasts a 12.1-megapixel back-illuminated full-frame Exmor R™ CMOS image sensor that provides outstanding performance at high sensitivities expandable to ISO 409,600 and minimised rolling shutter effects. Its full-pixel readout also enables ultra-sharp and clean

video without a crop. In 4K/60p mode the camera can record for more than an hour¹ while in slow motion, 4K/120p and Full HD/240p are also available. Internally, the camera records 10-bit footage with 4:2:2 colour subsampling; it can also output 16-bit RAW data to a compatible recorder over HDMI. It lets you frame and monitor your subject perfectly with the 3.0 type side flip LCD screen and an industry leading 9.44 million-dot OLED electronic viewfinder. Finally, achieve optimum video workflow with S-Cinetone included², full HDMI connectivity for both recording and processing video, tenacious AF with Sony's unique Real-time tracking and Eye AF technology ideal for solo-shooting or small-scale production.

EISA Standard Lens: FE 50mm F1.2 GM



This unique prime lens combines outstanding image quality and a very bright F1.2 aperture with a remarkably compact and lightweight design. Its newly developed 11-blade circular diaphragm and XA (extreme aspherical) lens elements together provide pleasing bokeh. The four XD (extreme dynamic) Linear Motors deliver fast and precise autofocus and tracking. In addition, the [FE 50mm F1.2 GM](#) is equipped with an aperture ring that can be switched between clicked and clickless operation, ideal for shooting both stills and video. This lens offers creators a brilliantly performing tool for portraits, wedding photography, videography and more.

EISA Wide-Angle Lens: FE 14mm F1.8 GM



¹ Sony test conditions

² Version 2.01 or later camera software is required

This extremely compact large-aperture ultra-wide-angle prime lens combines Sony's latest optical design achievements and manufacturing techniques into a rectilinear 14mm F/1.8 lens that is as easy to carry in the field as it is to use in studio. The compact size and weight, however, do not compromise high image quality or reliability needed for challenging conditions. Sony's [FE 14mm F1.8 GM](#) performs impressively well for landscapes, nightscapes, architecture and videography. The 9-blade aperture and XA lens elements contribute to attractive bokeh, whilst the XD Linear Motors provide fast and accurate autofocus.

EISA Wide-Angle Zoom Lens (full-frame): FE 12-24mm F2.8 GM



Sony's large-aperture ultra-wide-angle zoom is a truly amazing lens, with remarkable optical performance. The sharpness is very impressive from edge to edge, even at maximum aperture, thanks in part to the largest XA lens element produced so far. The lens is also astonishingly compact considering its 122° angle of view and bright maximum aperture of F2.8. The high build quality of the [FE 12-24mm F2.8 GM](#) includes a water and oil-repellent fluorine coating on the front element. XD Linear Motors ensure quick and accurate autofocus, making this lens a useful tool for landscape photographers, videographers and photojournalists.

EISA Home Theatre Projector: VPL-VW590ES



The [VPL-VW590ES](#) 1,800lm native 4K lamp projector is a true home cinema all-rounder, delivering the 4K clarity, deep contrast and bright accurate colours expected from high end home cinema projectors. It offers an incredibly clear HDR experience by implementing picture processor "X1™ for projector", based on technology used for Sony's TVs optimised

for projection image characteristics. Watch 4K HDR content as the creator intended with the 'Dynamic HDR Enhancer' featured with the "X1™ for projector" which optimises HDR image quality through dynamic tone mapping. Dynamic range is extended through deepening black levels through precision light source dimming, whilst simultaneously boosting highlights, all on a frame-by-frame basis.

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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

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