

SONY

For Immediate Release

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Sony Australia Ltd

Sony's digital camera ZV-1 features a new colour variation for added personalisation



Sydney, 21 October 2020 – Sony today announced the release of its popular digital camera ZV-1 in a stunning white finish, bundled with a matching wind screen. Joining the current black colour variation, vloggers and content creators now have the option of choosing a camera body colour which matches their personality and style.

The ZV-1 is a lightweight, compact “all-in-one” style solution for vloggers and video content creators. It combines easy-to-use features such as the Bokeh Switch or Product Showcase Setting with uncompromising imaging technology. Since its introduction in May, vloggers of all levels have marvelled at how the ZV-1 has improved their content creation work flows and is perfect for today's increased demand for vlogging, live streaming and other video communication.

Availability and Pricing

The **ZV-1** in white will be available in Australia from early November 2020.

For detailed product information, please visit: [ZV-1](#) and [Vlog with Sony](#)

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About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. 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, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

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