

SONY

For Immediate Release

For further information:
Bridget Mills, 02 9281 3933
bridget@adhesivepr.com.au
Adhesive PR

Sony Launches New Compact 4K Handycam® Camcorder with Advanced Image Stabilisation Technology



SYDNEY, 12 February 2020 — Sony today announced a new 4K¹ Handycam® featuring an acclaimed in-built gimbal mechanism, Balanced Optical SteadyShot™ technology, for capturing smooth, natural and high-quality video footage. The **FDR-AX43** has been developed for content creators and vloggers who want their footage to demonstrate a refined quality that will stand the test of time.



FDR-AX43 with ECM-B1M and GP-VPT1

The **FDR-AX43** implements some of Sony's most advanced imaging technologies including:

- Balanced Optical SteadyShot with a unique in-built-gimbal mechanism for smooth footage while walking, running or at full zoom

¹ 3840x2160

SONY

- ZEISS® Vario-Sonnar T* zoom lens with wide angle of 26.8mm²
- 20x optical zoom and Clear Image Zoom of 30x for 4K / 40x for HD³
- 1/2.5-type Exmor R™ CMOS image sensor⁴ and BIONZ X™ image processing engine delivering excellent image quality, even in low-light conditions
- High-bitrate shooting (100Mbps for XAVC S™ 4K, 50Mbps for XAVC S HD)⁵
- Fast Intelligent AF for quick and precise subject capture
- Microphone structure with three mic capsules sound gathering for advanced sound quality⁶
- Flip-screen for selfie shooting
- Long battery life (Up to 235 mins continuous recording time with the supplied battery) and power supply from AC adaptor
- New Highlight Movie Maker which creates short movies⁷ in-camera in 4K or HD resolution without any need for post-production editing. Easily share MP4 movies on social media sites via smartphone.



FDR-AX43 with ECM-B1M and GP-VPT1

Pricing and Availability

The FDR-AX43 will be available in Australia in Q2 2020, for SRP\$1,299.

###

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

² 35mm equivalent, 16:9. When "SteadyShot" is set to "Standard" or "Off".

³ When "SteadyShot" is set to "Active" or "Intelligent Active".

⁴ Aspect ratio is 16:9

⁵ Requires SDXC/SDHC memory card Class 10 or higher for XAVC S 4K 60Mbps and XAVC S HD 50Mbps recording, and SDHC/SDXC memory card UHS-I U3 or higher for XAVC S 4K 100Mbps recording

⁶ Video Mode is AVCHD for 5.1ch recording

⁷ When Dual Video Recording is ON. Video resolution is 1280 x 720 mp4

SONY

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

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.