



Press Release

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AFFORDABLE PERFORMANCE: α200 DSLR MAKES SUPERLATIVE IMAGING EVEN MORE ACCESSIBLE

- **10.2 effective megapixel sensor with High ISO Noise Reduction**
- **High sensitivity up to ISO3200**
- **Enhanced Super SteadyShot™ inside offers 2.5-3.5 steps anti-shake performance with all α lenses**
- **Large 2.7-inch Clear Photo LCD with easy-to-use function display and percentage battery life indicator**
- **Faster, more accurate Auto Focus (AF)**
- **Optional vertical grip for portraits**

A perfect introduction to the exciting world of digital SLR photography, the new α200 digital SLR camera teams superb imaging quality with ease of use and advanced creative options.

Compact and comfortable to handle, the α200 is compatible with the growing α range of over 20 interchangeable lenses plus lighting systems and other accessories.

Superb imaging quality

The α200 features powerful noise reduction and image processing techniques borrowed from the advanced Sony α700 to deliver even higher picture quality – even under challenging shooting conditions. Delivering rich, vivid colours and brilliantly detailed tonal reproduction, 10.2 effective megapixel CCD sensor gains new noise reduction circuitry.

Performance of the BIONZ image processing engine is also enhanced, contributing to lower picture noise in all shooting situations.

Sensitivity is boosted to a maximum ISO 3200, allowing successful handheld shooting in low-light conditions without flash. A special High ISO Noise Reduction mode improves picture quality still further at increased sensitivity settings.

Super SteadyShot™ inside compatible with all a lenses

Super SteadyShot™ optical image stabilisation inside the camera body gives effective anti-shake performance with all a lenses: this includes the supplied 18-70mm kit lens as well as macro and standard optics that aren't typically available in stabilised form. A new control algorithm on the a200 now boosts Super SteadyShot™ effectiveness between 2.5 and 3.5 steps, compared with the 2.0-3.5 step range of the a100.

Responsive and easy to use

Alongside its superb picture quality, the a200 allows photographers of all abilities to shoot great-looking pictures with greater comfort and confidence.

The large, easy-to-view 2.7-inch Clear Photo LCD now features a handy Camera Function Display. The uncluttered screen allows quick, unambiguous selection and adjustment of camera settings, even for novice photographers. The display also gains a new RGB histogram mode for checking the colour balance of captured images.

The camera's enhanced responsiveness allows photographers to react quickly to spontaneous picture opportunities. Faster, more accurate AF with improved predictive control performance allows successful capture of subjects even when they're moving. The centre-cross 9-point AF sensor module now features a new AF motor plus improved control logic, accelerating overall AF speed. An AF button allows quick manual

switchover of focus area to the centre of the frame – ideal for quick focusing on small subjects.

The powerful InfoLITHIUM™ NP-FM500H rechargeable battery pack delivers up to 750 shots between charges (CIPA measurement). Remaining battery life is displayed on the LCD screen as a percentage for extended shooting without worrying about power levels.

Available as an option, the new VG-B30AM Vertical Grip allows comfortable shooting in portrait or landscape positions. It also accepts up to two NP-FM500H batteries for extended shooting time between charges.

A new pop-up flash fires automatically in Auto or Scene Selection modes, or can be overridden if required for shooting in ambient light.

Enhanced creative features

As with its predecessor, the a200 makes it easy even for newcomers and casual photographers to achieve great-looking results with any scene.

The enhanced D-Range Optimiser (DRO) adjusts exposure and contrast for natural, balanced results, even with tricky backlit subjects. In DRO Advanced mode*, auto detection and correction with backlit scenes has now been significantly improved for beautifully exposed images.

Six Scene Selection modes set exposure and white balance settings, allowing the user to concentrate on the subject without worrying about camera parameters. In addition, eight Creative Styles make it easy to achieve a particular 'look' for a shot without complex settings.

** D-Range Optimiser Advanced mode uses technology provided by Apical Limited.*

Availability

The a200 Digital SLR camera will be available in kit form with an 18-70mm lens from February 2008.

Optional accessories

The appeal of the a200 is enhanced with a full range of compatible a branded accessories. These include versatile high-power external flash units and flash accessories, eyepiece magnifier, angle finder for convenient macro photography, cable remote commanders and AC adaptor/charger. A range of high quality Carl Zeiss filters enriches photographic possibilities while protecting your valuable lens collection. There's also a choice of branded camera cases, lens cases and strap options.

a200 Key Features

Camera type	Digital SLR with built-in flash and interchangeable lenses
Lens mount	Compatible with Sony a lenses and Konica Minolta/Minolta MAXXUM/DYNAX lenses
Image sensor	APS-C size CCD with anti-dust system
Sensor resolution	10.2 effective megapixels
Image processor	Sony BIONZ engine
Image stabilisation	Super SteadyShot with approx. 2.5 – 3.5 EV decrease in shutter speed (actual stabilisation depends on shooting conditions and lens)
Noise reduction	Long exp. & High ISO NR at ISO1600 / 3200
Creative Styles	Preset modes: Standard, Vivid, Portrait, Landscape, Night View, Sunset, B/W, Adobe RGB. Adjustable parameters: Contrast, Saturation, Sharpness
D-Range Optimiser	operating modes: Off, Standard, Advanced
Scene Selection modes	Portrait, Landscape, Macro, Sports, Sunset, Night Portrait / Night View
Viewfinder	Field of view: 95% / Magnification: 0.83x
AF system	TTL phase detection, centre-cross 9-point
Sensitivity	ISO100 - 3200 equivalent(Recommended Exposure Index)
Light metering	40-segment honeycomb with multi-segment, spot and centre weighted modes
Flash modes	Auto, Fill-in, Wireless, Rear, High Speed Synchro and Slow Synchro (Wireless and High Speed Synchro modes require optional accessory flash HVL-F56AM or HVL-F36AM)
Built-in flash system	Auto popup (GN 12) with manual popup button
Shutter speed range	1/4000 sec. - 30 sec., bulb (Flash sync speed 1/160 sec.)
Continuous shooting rate	Up to approx. 3 fps
Max no. of frames recordable (continuous)	JPEG Fine/Std: unlimited (until memory card is full), RAW+JPEG: 3, RAW: 6
Monitor screen	Transparent TFT / 2.7-inch Clear Photo LCD (230k dots) with AR coating
Histogram display	Brightness, RGB
Function menu	Camera Function Display with direct control of Flash Mode, AF Mode, WB, Metering Mode, AF Area, DRO
Battery type	NP-FM500H with InfoLITHIUM % power remaining display on screen
Battery life	Approx. 750 shots (CIPA measurement)
Vertical control grip	VG-B30AM (optional) accepts up to 2x NP-FM500H batteries
Recording media	CompactFlash card: Type I, Type II (Microdrive) Memory Stick Duo, Memory Stick PRO Duo, Memory Stick PRO-HG Duo with optional adaptor.
Dimensions	(WxHxD) Approx. 130.8 x 98.5 x 71.3 mm (excl. protrusions)
Weight	Approx. 532 g (w/o batteries or memory card)

For further information, please contact your local PR representative.

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About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>