



Press Release

19th June 2008

Keep smiling: more happy faces with the Full HD Handycam® HDR-CX11E

- 1920x1080 Full HD recording on removable 'Memory Stick'
- World's first camcorder with Smile Shutter¹ using Face Detection technology
- ClearVid CMOS sensor with Exmor™ derived technology and BIONZ processor
- 10.2 megapixel still image recording
- Carl Zeiss Vario-Sonnar T* lens with 12x optical zoom

¹ as of June 2008, Sony Research

Smile everyone! Experience amazing Full HD video and detail-packed still images with the beautifully styled Handycam® HDR-CX11E.



The CX11E is the world's first ever camcorder to feature Smile Shutter. This unique Sony technology automatically captures crisp 7.6 megapixel photos when someone smiles. There's no need to press the shutter button or interrupt the action: it's great for spontaneously capturing relaxed, happy moments while you're recording.

In 'Dual Capture' mode (default), stills are captured whenever someone smiles during movie recording. Switching Smile Shutter to 'Always On' mode can even grab photos while you're in record standby – whether you're in movie or photo mode – so there's no chance of missing that winning smile between takes.



'Smile Sensitivity' can be adjusted to recognise anything from a gentle smile to a beaming grin. Priority can also be set to recognise children or adult's faces.

Smile Shutter is teamed with Face Detection that automatically fine-tunes focus, exposure and colour balance for great-looking videos and photos of friends and family.



The CX11E delivers stunning high resolution, low noise HD pictures thanks to its ClearVid CMOS sensor with Exmor™ derived technology. Sparkling Full HD video and 5.1 surround sound is recorded on removable 'Memory Stick' PRO Duo media (up to 85 min with supplied 4GB 'Memory Stick', or 5 hrs 55 mins with 16GB optional 'Memory Stick', LP mode).



Advanced, easy-to-use features

The easy-to-use CX11E is packed with cutting-edge Sony imaging technologies for breathtaking picture quality. The high-quality Carl Zeiss Vario-Sonnar T* lens features a powerful 12x optical zoom range, with Optical SteadyShot image stabilisation for crisper, clearer video and stills.

Powered by the high-speed BIONZ processor, D-range Optimiser technology automatically adjusts exposure and contrast to maximise shadows and highlight detail with tricky high-contrast scenes. Still images are captured in photo mode at an incredible resolution of 10.2 effective megapixels, rivalling today's finest digital compact cameras.

Image quality like no other is matched by superb 5.1 channel surround sound, with a zoom microphone function to minimise distracting background noises when images are zoomed in.

Shots are viewed in exquisite detail on the 2.7-inch Clear Photo LCD Plus widescreen touch-panel that displays video and photos with superb

contrast, even when you're viewing outdoors in bright sunlight. Browsing your footage is easy with Film Roll Index and Face Index that simplifies finding the right scene.

When you're back home, hook the CX11E up to your HD ready television for a superb HD viewing experience. x.v.Colour expands your colour palette for more vivid, lifelike reds, blues and greens when you're watching on a compatible television. BRAVIA™ Sync allows easy control of camcorder functions with your TV remote. Cable-free playback is even simpler with your PLAYSTATION®3 – just transfer a 'Memory Stick' from the CX11E and enjoy the show. With a PC connected to the supplied Handycam® Station, footage can be burned at the touch of a button from 'Memory Stick' to DVD for safekeeping.

Supplied accessories include a 4GB 'Memory Stick' PRO Duo, USB and component A/V cables, Handycam® Station and remote controller. There's also a full range of optional accessories including conversion lenses, batteries, chargers, microphones, tripods, HDMI cables and cases.

The Handycam® HDR-CX11E is available from August 2008. It is available to pre-order now at www.sonystyle-europe.com

HANDYCAM® HDR-CX11E Key Features



- 1920x1080 Full HD recording (AVCHD) on 'Memory Stick' (4GB supplied)
- Carl Zeiss Vario-Sonnar T* lens
- ClearVid CMOS Sensor
- Smile Shutter / Face Detection
- 12x Optical Zoom / 150x Digital Zoom
- Optical SteadyShot image stabilisation
- x.v.Colour
- 10.2 effective megapixel Still Image Recording
- 5.1ch Surround Recording with zoom microphone
- 2.7-inch Wide, Clear Photo LCD plus screen
- STAMINA up to 7 hours (with optional battery)

- Ends -

NOTES TO EDITORS

Environmental Info

Sony is engaged in a constant review of its manufacturing, operational and business practices to ensure that its products are developed in an environmentally responsible way. This approach can broadly be divided into three areas:

Environmental Information: 3Ps



Halogenated materials can pose a risk to the environment if disposed of improperly. To minimize this risk, halogen-free flame retardants are used for certain printed circuit boards.

Power consumption is reduced from 4.3W (HDR-CX6EK) to 3.8W using low-power devices including BIONZ processor and optimisation of coding process.



The extended user manual is provided electronically on CD-ROM to reduce paper use.

Product packaging is made from recyclable paper to reduce the impact on the environment.



Sony is determined to lead the way as a responsible manufacturer. As a company we are focussing on three key areas of investment:

1. Reducing CO₂ gas emissions
2. Increasing the percentage of renewable energy used in our manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

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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>