

SONY

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2 International Business Park #05-10 Tower One The Strategy Singapore 609930
Telephone: (65) 6544 8338 Facsimile: (65) 6544 8330

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Sony Launches New SD Handycam® with Built-in Projector

High performance video recording and zoom with projector capability for convenient playback beyond your living room



DCR-SX22



DCR-PJ6

(ASIA PACIFIC, 04 SEPTEMBER 2012) – High quality video shooting with excellent zoom capability has never been easier with the launch of two new SD Handycam® camcorders from Sony – the DCR-SX22 and the innovative DCR-PJ6. The DCR-PJ6 features a built-in projector, so watching your favourite memories on a big screen is no longer limited to just your living room.

Projection capabilities at any time, any place

Be it in the backyard, at a party, or even on the ceiling in your bedroom, the “shoot-n-show” capability of the DCR-PJ6 makes viewing and sharing even more fun for camcorder users. Packing a powerful punch despite its incredibly slim and compact body, the camcorder’s portability allows users to seamlessly and instantly share one’s latest adventures with their friends and family in any environment and situation.

Through Sony’s precision engineering and miniaturisation technique, a bright, high-contrast projector is placed beneath the LCD panel, without the need to add too much bulk to the camcorder itself. Despite its tiny size, the DCR-PJ6 is powerful enough to project images as large as 60 inches diagonally in a dark environment.

The “Projector Input” feature also allows for the easy projection of contents from other compatible devices such as PlayStation®, Walkman®, home theatre systems, portable DVD players, cell phones, and tablets from Sony, turning it into a mini projector for your favourite entertainment content.

Experiences closer than ever

Both the DCR-PJ6 and the DCR-SX22 boast an impressive feature set including a high quality Sony 60x optical zoom lens. With such high-performance zooming capabilities, the latest Handycams® are perfect to capture subjects a distance away such as birds and wildlife or for the most exhilarating events in the sporting world today.

That experience is further magnified with the new 70x extended zoom feature. Thanks to a more effective usage of the image sensor area, the 60x optical zoom range will become a 70x zoom lens, making that far-to-reach object all the more closer. Different from conventional digital zoom technology, there is almost no visible image degradation thanks to an advanced image processing algorithm, allowing for expansive shooting capabilities from wide to telephoto.

Quality video recording for everyone

In addition to SteadyShot image stabilisation which easily enables one to capture smooth footage, Intelligent Auto makes the shooting of beautiful images and videos a breeze. Automatic recognition of up to 18 different combinations of scenes¹ and adjustment of the camera settings accordingly make using these two new Handycams® a hassle-free experience even for first timers.

For even greater ease-of-use, Face Detection technology also automatically detects up to eight faces in a scene, optimising exposure for consistently quality results. With the integrated LED video light, your subject will be illuminated with a bright and energy efficient LED light, good for up to 1.5 metres – allowing for the seamless capture of videos even in dark environments.

“The DCR-SX22 and the DCR-PJ6 represents Sony’s commitment to helping users easily preserve their most intimate memories for eternity. With the built-in projector of the DCR-PJ6, as well as the impressive feature set of both camcorders such as greater range with up to 70x

¹ Available scene modes: Portrait, Backlight, Spotlight, Night Scene, Landscape, Macro

extended zoom and Intelligent Auto easy scene capture, they make the perfect companions for any and every occasion”, said Aoki Yosuke, General Manager, Head of Asia Pacific Digital Imaging Marketing Division, Sony Electronics Asia Pacific.

The DCR-SX22 and the DCR-PJ6 will be available in Asia Pacific from end September 2012.

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Specifications Sheet

Features	DCR-PJ6	DCR-SX22
Video Format	MPEG2-PS	
Image Sensor	1/8 type (2.25mm) Advanced HAD® (hole Accumulation Diode) CCD Imager	
Still Image Size (maximum)	Approx. 560K pixels (4:3)	
Zoom	60x/70x / 1800x (Optical/Extended/Digital zoom)	
Lens	Sony Lens F1.8 ~ F6.0 Focal length: When converted to a 35 mm still camera For movies: 39 mm ~ 2340 mm (1 9/16 in. ~92 1/4 in.) (16:9) For photos: 44 mm ~ 2640 mm (1 3/4 in. ~104 in.) (4:3)	
Image Stabiliser	Electrical SteadyShot™ image stabilisation	
LCD	6.7cm (2.7 type) Clear Photo LCD display (230K) Wide (16:9)	
Memory Card	Memory Stick PRO Duo™ / PRO-HG Duo™ / SD/SDHC/SDXC Memory Card	
Dimensions WxHxD	58.5 mm × 55.5 mm × 124.5 mm (w/h/d) including the projecting parts, and the supplied rechargeable battery pack attached	54 mm × 55.5 mm × 124.5 mm (w/h/d) including the supplied rechargeable battery pack attached
Weight	Approx. 230g (excluding battery)	Approx. 195g (excluding battery)
Projector	Projection type: DLP Light source: LED (R/G/B) Focus: Manual Image size: 10 inch ~ 60 inch Throw Distance: Approx. 0.5 m ~ 3.0 m (1.6 feet ~ 9.8 feet) Color repeatability: Approx. 16 700 000 Brightness*: Max. 10 lumens Contrast ratio: 1500:1 Resolution (output): nHD (640 × 360)	N/A

About Sony Electronics Asia Pacific Pte. Ltd.

Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony's consumer as well as broadcasting and professional products, overseeing Asia Pacific, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US\$79.2 billion for the fiscal year ended March 31, 2012. Sony Global Web Site: <http://www.sony.net/>

About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony’s communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.