

SONY

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NEWS RELEASE: *Immediate*

Discover your True Spirit of Adventure with Action Cam

Slim wearable camera with Wi-Fi, GPS and Live-View Remote



- **Shoot smooth, blur-free Full HD video and still photos with Exmor R™ CMOS sensor and wide-angle lens with SteadyShot™**
- **Easy sharing via Wi-Fi with your smartphone plus NFC for One-touch remote**
- **Check shots and control 'hands-off' recording with optional wristwatch-style Live-View Remote**
- **Have post-shooting fun with GPS and PlayMemories Home**

(ASIA PACIFIC, 5th September 2013) – Take thrills to the next level with Action Cam. It's the wearable video camera from Sony that's ready for all the adventure you can throw at it, with exciting new features like GPS, Live-View Remote and a slim waterproof housing.

From muddy bike treks to tropical lagoons, new Action Cam HDR-AS30V captures those once-in-a-lifetime experiences with fantastic Full HD movie clips and detail-packed still photos.

The new waterproof housing is now 35% lighter and 25% smaller than its predecessor. The slim design also cuts through wind and water when you're freefalling, jet-skiing or streaking through that downhill run.

With a huge 170° field of view (120° with SteadyShot on), the wide-angle Carl Zeiss Tessar® lens takes in panoramic landscapes, dramatic ski slopes and more.

The back-illuminated Exmor R™ CMOS sensor now grabs even more light for beautiful Full HD footage, even on the dullest days. Whether you're riding over lumpy potholes or tackling a snowy mogul field, SteadyShot helps keep footage judder-free and easier to watch. There's a choice of recording modes, including super-smooth Full HD 60p/50p for fast-moving action and two slow-motion modes for tracking that golf swing or BMX stunt. For the first time, Action Cam can also capture crisp 11.9 megapixel still photos as well as HD movies. As a new feature, it can capture image upside-down, which is useful in situations where the camera is attached in a reverse position.

After shooting, connect Action Cam with your smartphone via Wi-Fi to transfer and share your shots instantly with Sony's free PlayMemories Mobile app. With NFC one-touch connection support, it's even easier to make a quick connection to Xperia™ phones, tablets and other compatible Android devices, allowing you to control Action Cam remotely.

On-board Wi-Fi also links Action Cam with the optional RM-LVR1 Live-View Remote. This waterproofed, wristwatch-style controller talks wirelessly to Action Cam, allowing 'hands-off' operation when the camera's mounted in hard-to-reach places like your helmet, kayak or surfboard. Check shots are framed nicely on the remote's colour LCD, start/stop recording and select photo/movie modes and other convenient operations. Big buttons make operation simple, even when you're drenched in sea spray or wearing ski gloves.

After shooting, embedded GPS and PlayMemories Home offer plenty of fun new ways to enjoy your footage and re-live the day's excitement. Transfer shots to your PC via USB, then use the latest free version of PlayMemories Home by Sony to edit files and share on the web.

Map View tracks your movements, using GPS data captured with Action Cam to display a trail of your progress. Multi View reads speed information recorded by GPS, creating an exciting speedometer-style video overlay. Two-Screen Multi View combines video files captured simultaneously with two different cameras, creating an exciting split-screen composite that combines your own point of view with a friend's. Movie Rotate is useful utility that flips footage clockwise or counter clockwise through 90° steps to compensate for upside-down or sideways camera angles.

There's a growing range of accessories to help you get even more enjoyment from Action Cam in a huge range of adrenalin-packed situations. Fresh additions include the RM-LVR1 Live-View Remote, AKA-CMH1 Chest Mount Harness, VCT-RBM1 Roll Bar Mount, BLT-UHM1 Universal Head Mount Kit, VCT-AMP1 Action Monopod, MPK-AS3 Underwater Housing, AKA-FL2 Float, ACC-DCBX Accessory Kit, and VCT-SCM1 Suction Cup Mount that clings tenaciously to almost any smooth surface including your car dashboard.

The new Action Cam HDR-AS30V from Sony will be available in Asia Pacific from September 2013.

A short video of the Action Cam HDR-AS30V is available at the link [here](#), while the full version can be viewed [here](#).

Availability of Accessories

Model Name	Description	Available from
RM-LVR1	Wi-Fi Live-View Remote.	November 2013
BLT-UHM1	Universal Head Mount Kit to be attached to headband, goggles or helmet. Ideal for snorkeling, diving, hiking, cycling, skiing and snowboarding.	September 2013
AKA-CMH1	Chest mount harness for action cam. Ideal for kayaking, cycling, skiing and snowboarding.	September 2013
ACC-DCBX	Car DC charger kit for DSC and Camcorder compatible with X type battery DCC-UD10, NP-BX1, BC-DCX.	Available Now
VCT-SCM1	Suction cup mount with triaxial adjustment. For in car use to be mounted on car dashboards.	September 2013
VCT-AMP1	Water resistant Monopod for Action Cam for multiple usage.	November 2013
MPK-AS3	Waterproof case for underwater shooting up to 60M with flat lens.	November 2013
SPK-AS2	A new compact/lighter housing with sound enhancing door.	Available Now
AKA-FL2	Float for Action Cam with Velcro strap compatible with SPK-AS1 and SPK-AS2.	November 2013
VCT-RBM1	Roll bar mount designed for cycling, windsurfing and boating	Available Now

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Specifications Sheet

Model	HDR-AS30V
Image Sensor	1/2.3 type (7.77mm) back-illuminated Exmor R CMOS Sensor
Number of pixels	Total: approx. 16.8 megapixels Effective (movie/still): approx. 11.9 megapixels (16:9)
Video recording format	MP4: MPEG-4 AVC/H.264
Video mode (resolution)	(PS)1920x1080 60p/50p / (HQ) 1920x1080 30p/25p / (STD) 1280x720 30p/25p/ (SLOW) 1280x720 60p / (SSLOW) 1280x720 120p / VGA 640x480 30p/25p
Microphone/speaker	Built-in stereo microphone (plus stereo mini jack for external mic input) / monaural speaker
Audio record format	MPEG-4 AAC-LC 2ch
Lens type	Carl Zeiss® Tessar® (F2.8 maximum aperture)
Focal Length (35mm equivalent) (Movie Mode)	f=15.3mm (170°), f=21.3mm (120°)
Minimum focus distance	Approx. 30cm
Image stabilisation	SteadyShot™ (electronic)
Scene Modes	Auto/Underwater
GPS	Embedded
Wi-Fi /NFC	Built-in Wi-Fi/ NFC forum Type 3 Tag compatible, One-touch remote
Dimensions (WxHxD)	Approx. 25.4 x 47.0 x 82.0 mm (inc. projecting parts)
Media card compatibility	Memory Stick Micro™ (Mark 2) and Micro SD/SDHC/SDXC Memory Card (Class 4 or Higher)
Weight (main unit only)	Approx. 65 g
Weight (with supplied battery)	Approx. 90 g
Supplied accessories	Rechargeable Battery Pack NP-BX1; micro USB cable; Adhesive Mount; Waterproof Case SPK-AS2; Operating Guide

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\$72.3 million for the fiscal year ended March 31, 2013. 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.