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SONY annuncia la SLT-A37 e l'obiettivo 18-135mm F3.5-5.6 SAM

SONY

LINK (<https://www.nexthardware.com/videographia/news/slt/259/sony-annuncia-la-slt-a37-e-l-obiettivo-18-135mm-f35-56-sam.htm>)

Rinnovata l'offerta entry-level delle digitali a specchio fisso semi-trasparente SONY



Sostituisce la attuale **SLT-A35** ed è basata su un sensore **Exmor APS-C HD CMOS** da **16MPixel**: la nuova **SLT-A37** è la digitale compatta alla base della gamma delle Single Lens Translucent SONY. Tra le caratteristiche di rilievo, oltre all'imager da 16MPixel, il **range ISO 100-25.600**, la tecnologia di **stabilizzazione in-body** (fino a 4 stop), l'unità AF a 15 punti e la possibilità di registrare **video FullHD 1080**.

Caratterizzato da dimensioni e peso contenuti, appena 450 grammi batterie incluse, il corpo macchina **A37** sarà disponibile dal mese di Giugno ad un **prezzo** di 600USD in combinazione con l'ottica kit 18-55mm; 800 Dollari saranno invece necessari per avere la nuova SLT in combinazione con l'obiettivo **18-135mm F3,5-5,6 SAM**.

Parallelamente alla **SLT-A37**, **SONY** ha presentato anche il nuovo **18-135mm F3,5-5,6 SAM**, un

"tuttofare" adatto a coprire un ampio ventaglio di situazioni di ripresa; da notare la tecnologia SAM che consente AF rapido e silenzioso nonché override manuale, possibile in qualsiasi momento, per il fine tuning della messa a fuoco.

Il **prezzo** del **18-135mm F3,5-5,6** è di **500USD**, a Giugno.

ATTENZIONE. Ai link in calce, anteprime e sample images.



SONY SLT-A37



Obiettivo SONY 18-135mm F3,5-5,6 SAM



Press Release

Sony Introduces Speedy A37 Camera with Full-time Continuous AF Powered by Translucent Mirror Technology

SAN DIEGO, May 16, 2012 - Lightweight, easy to use and packed with a variety of useful features, the new Sony SLT-A37 camera is an ideal choice for consumers eager to explore the world of interchangeable lens DSLR photography.

The new A37 camera is the latest to feature Sony's acclaimed Translucent Mirror Technology, which delivers a potent combination of fast shooting, non-stop phase detection autofocus and continuous live image preview during still and full HD video (60i/24p) shooting.↔ This innovative technology also allows the new A37 camera to grab split-second action with a burst of sharply focused images. ↔ Shots can be captured at up to seven frames per second in Tele-Zoom High Speed Shooting Mode, where the central portion of the sensor's image is magnified by approximately 1.4x.

The camera has a precision 3-cross 15-point AF system with tracking autofocus that keeps faces and fast-moving subjects in sharp focus. ↔ From action-packed sports to spontaneous family portraits, it will ensure that all the drama and beauty of that special moment is captured.

Additionally, the Sony A37 camera helps inexperienced photographers create top-quality portraits with ease. ↔ The new Auto Portrait Framing mode identifies the subject's position in a composed image and follows the "rule of thirds" to trim the scene and create a beautifully framed portrait.↔ The cropped photo is then boosted to full resolution using Sony's unique By Pixel Super Resolution technology, which uses pattern matching to maintain superb image detail, tones and textures in the photo.↔ ↔ Both the original and cropped image files are saved for review.↔

By Pixel Super Resolution Technology is also used for the "Clear Image Zoom" feature, which digitally doubles the effective magnification of any lens attached to the camera.↔ Ideal for travel and everyday shooting, it's a great way to boost maximum focal length without carrying extra hardware.

The 16.1 effective megapixel Exmor↔® APS HD CMOS sensor inside the A37 camera captures finely detailed, low noise stills and Full HD video. It's teamed with the latest BIONZ↔® image processor that extends sensitivity to an ISO 100-16000 range, broadening options for low-light shooting without flash. ↔ Shared with all A-mount cameras, SteadyShot INSIDETM stabilization cuts the effects of camera shake by up to 4.0 stops for clearer handheld images with any A-mount lens.

The new A37 camera also features Superior Auto Mode, which intelligently recognizes a wide range of scenes and subjects and adjusts settings automatically.↔

New A-Mount 18-135mm Telephoto Zoom Lens and Accessories

A versatile match for the A37 and other Sony A-mount camera bodies, the new SAL18135 18-135mm F3.5-5.6 telephoto zoom offers a generous 8x (approx.) zoom range in a compact, go-anywhere lens that's great for travel, street photography and everyday shooting. ↔ The lens features a SAM design that assures smooth, rapid, whisper-quiet autofocus operation and Direct Manual Focus for accurate fine-tuning of focus.↔ This sharp telephoto zoom lens will also be offered as a kit lens with the A37 and other Sony A-mount camera bodies.

Compatible accessories include the new PCK-LM11 semi-hard screen protector sheet, exclusively designed for a perfect fit with the LCD screen on the A37 camera, as well as the HVL-F43AM flash, LCS-BP2 backpack and a variety of other exciting products that complete the Alpha ecosystem. ↔

Pricing and Availability

The new A37 digital camera will be available this June with an 18-55mm kit zoom lens (model SEL1855) for about \$600.↔ The new SAL18135 telephoto zoom lens will be available as a stand-alone product this July for about \$500, and will be offered as a kit lens with Sony A-mount cameras beginning this August at the below approximate prices:

- A37 camera kit with 18-135mm lens: \$800
- A57 camera kit with 18-135mm lens: \$1,000
- A65 camera kit with 18-135mm lens: \$1,200
- A77 camera kit with 18-135mm lens: \$1,700

The camera kits, new lens and variety of accessories will be available at Sony retail stores (www.store.sony.com (<http://www.store.sony.com>)) and other authorized dealers nationwide.