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SONY Cyber-shot RX100, grande compatta

SONY

LINK (<https://www.nexthardware.com/videographia/news/compatte/277/sony-cyber-shot-rx100-grande-compatta.htm>)

Dopo la Canon G1 X, il mercato delle compatte con spirito reflex si espande ancora



Sarà disponibile dal mese di **Luglio 2012** ad un prezzo di **650USD** la nuova compatta high-end **SONY Cyber-shot RX100** dotata del nuovo sensore **CMOS Exmor da 21,2MPixel** caratterizzato da una **diagonale** di 1", corrispondente a **25,4mm**.

Le dimensioni dell'imager che equipaggia la **RX100** sono infatti le medesime del formato **CX Nikon**, **13,2x8,8 millimetri** ma con la differenza che nello stesso spazio fisico sono "compressi" ben 20 milioni di pixel in luogo dei 10 delle **One J1 e V1** (</recensioni/fotocamere-digitali/666/nikon-v1-la-prova-completa.htm>).

L'obiettivo fisso, **Zeiss Vario-Sonnar T***, che lavora in tandem col nuovo sensore, è specificamente progettato e si distingue sia per l'apertura massima disponibile in grandangolo, **F1,8**, che per il range di focali coperto, **28-100mm**, adatto ad un utilizzo generico ed in linea con lo spirito di una digicam "compatta".

Sul fronte **video**, **SONY** ha implementato il supporto alla modalità **FullHD 1080/60p** (28Mbps) e ad una serie di risoluzioni/fps standard tra cui: 1080/24p, 1440x1080/30p, 720/30p, 640x480/30.

Il **corpo macchina**, realizzato interamente in **lega di alluminio**, è caratterizzato da dimensioni e peso

molto contenuti: **213 grammi**, batteria e memoria incluse, per un ingombro di appena 102x59x36 millimetri.

Il **design** della nuova **RX100** segue l'ultima tendenza e si rifà a linee pulite, superfici piatte e satinare e forme morbide: nella parte superiore, a sinistra, nonostante il poco spazio, trova posto un piccolo flash integrato mentre, sul lato opposto, ben distanziati tra loro si trovano la main dial, il tasto di scatto con funzione di zoom integrata ed il pulsante ON/OFF.

Sul retro, in posizione fissa, troneggia il nuovo **LCD** da **3"** con tecnologia **WhiteMagic** che il Produttore assicura essere tra quelli con la più elevata risoluzione sul mercato, ben **1.228.300 punti**.

Oltre ai consumi ridotti rispetto alla precedente generazione, la matrice di questo display ospita dei pixel bianchi il cui scopo è quello di aumentare la luminosità dello schermo in tutti i casi in cui ve ne sia il bisogno (**WhiteMagic**).

Ai link in calce, i primi hands-on a cura di **ImagingResource.com** e **DPreview.com**.



Press Release

SAN DIEGO, May 16, 2012 - Travelling light no longer means compromising on picture quality with the Cyber-shot® DSC-RX100 camera, Sony's new flagship compact camera.

Striking the ultimate balance of form and function, the stylish, aluminium-built RX100 camera inherits many advanced imaging features from Sony's range of A-mount and E-mount cameras, delivering beautiful still images, crisp full HD videos and a level of manual control and creativity unmatched by any other camera of its size.

"This camera is ideal for travel, portraits or street photography, delivering impressive results in a variety of lighting conditions with an intuitive, customizable control interface," said Yosuke Tomoda, director of the Cyber-shot business at Sony Electronics. "It's a perfect step-up model for point and shoot users not interested in larger DSLR or compact system cameras, and also an outstanding choice for enthusiasts who may already own a large DSLR and are looking for a high-quality, pocket-sized 'all-in-one' second camera."

At the heart of the Cyber-shot RX100 is the world's first 1.0-inch type Exmor® CMOS sensor with a resolution of 20.2 effective megapixels. Specially developed by Sony, the sensor has an area that's approximately four times larger than the 1/2.3-type sensors in traditional point-and-shoot cameras. The sensor's larger area takes in more light while capturing content, resulting in beautiful, detail-packed images and Full HD movie clips with very low noise.

The larger sensor is partnered with an exceptionally bright Carl Zeiss® Vario-Sonnar T* fixed lens with 3.6x optical zoom range. In contrast to standard point-and-shoot cameras, it has a wide F1.8 maximum aperture to let in additional light and complement the resolving power of the larger sensor.

Similar to high-performance DSLR optics, the lens features seven-bladed circular aperture. This makes it easy to produce images with subjects in sharp focus against a smoothly-blurred, beautifully defocused background. The lens also features an Advanced Aspherical (AA) lens element that contributes to the

camera's extremely compact dimensions without sacrificing optical zoom performance or resolution.

Newly optimized to complement the 1.0-inch type sensor and lens, the camera's powerful BIONZ $\leftrightarrow$ ® image processor maximizes shooting response times while helping assure exceptionally clean, natural images. It also extends sensitivity right up to ISO 25600 (using Multi Frame Noise Reduction), allowing for exceptionally clear handheld images in low light conditions. To capture fast-moving subjects, the RX100 camera can also shoot at up to 10 frames per second (in full resolution) and has high-speed autofocus that locks onto a subject in as quickly as 0.13 seconds (depends on scene and lighting conditions).

The new RX100 camera features a high-resolution 3-inch 1,229k dot Xtra Fine LCDTM display and also adds a new feature: WhiteMagic™ technology. This uses additional white pixels to boost screen brightness, allowing users to see subtle details and tones on the screen in all types of shooting environments, including outdoors in bright sunlight.

For making manual adjustments while shooting both still images and movies, the new camera has a smooth control ring around the lens body, which can be used to alter exposure, zoom, creative picture effects and a variety of other customizable functions. Additionally, frequently used functions can be assigned to the Fn (function) button for instant access, and the Memory Recall feature can store up to three groups of customized shooting settings based on user preference.

Similar to a DSLR-style interface, there's a choice of auto and manual focus modes on the Cyber-shot RX100 camera for enhanced image control. For those that prefer focusing manually, MF Assist magnifies images to simplify fine adjustments, and there's also a pro-style peaking function that highlights sharply-focused areas of the image on screen.

The RX100 camera offers a generous choice of artistic options to expand creative shooting possibilities. It includes the option for six different creative styles and a variety of popular picture effects including Toy Camera, Partial Color, HDR Painting and several others, most of which can be previewed directly on screen before shooting.

The new Cyber-shot features Auto Portrait Framing - a feature found on Sony's latest ? range of A-mount and E-mount cameras -- making it simple to create sharp, perfectly framed portraits. This unique feature automatically detects faces in a scene, crops the picture accordingly creates a tighter, pro-style composition at full resolution. Both the original and cropped photo are saved for review.

New accessories include a spare battery, dedicated carrying case and a battery charger designed to complement to the new camera.

Pricing and Availability

The Cyber-shot DSC-RX100 digital camera will be available this July for about \$650. The camera and accessories will be available at Sony retail stores (www.store.sony.com) and other authorized dealers nationwide.