

# SONY

Press Release

Weybridge, 2<sup>nd</sup> April 2009

## **HD to go with Sony's chic, stylish Handycam® TG7VE *World's smallest Full HD camcorder with GPS***

- **6 hour Full HD recording on 16 GB internal memory (increased with optional Memory Stick™)**
- **Light, ultra-compact design with tough titanium body**
- **Automatic geotagging with GPS and Map Index view**
- **Simple controls and quick start-up**

Ultra-compact, light and beautifully styled, it's always with you. Even smaller and slimmer than its predecessor, the new Handycam® HDR-TG7VE from Sony is again the world's smallest, lightest Full HD camcorder\*.



The head-turning TG7VE redefines the concept of 'HD to go'. With stylish looks, smart shooting features and brilliantly simple operation, it's a perfect travel partner. Slip it into a pocket or bag for nights out, parties weekends away, business trips or longer trips abroad.



Like its TG3E predecessor, the super-tough pure titanium body features a special Premium Hard coating. This protective layer shrugs off everyday scratches, keeping the camcorder's chic, cutting edge looks for longer.

Beneath the sleek, slim lines of the TG7VE you'll find extraordinary picture quality and powerful shooting features to help you get more from your memories.

Inside there's a generous 16 GB memory that stores up to 6 hours (approx.) of crisp, detail-packed Full HD video and stereo sound. If you want to shoot for even longer, just slip in an optional Memory Stick™. The TG7VE can record over 6 hours of HD footage onto a 16 GB Memory Stick™, giving up to an incredible 12.5 hours total shooting time – with no need to carry any tapes or discs.

For keen travellers, the pocket-sized TG7VE keeps track of your memories, wherever you are in the world. There's a sensitive GPS receiver inside that plots your location as you travel. After shooting, Map Index shows where clips and still photos were taken as 'map pins' on the LCD screen. You can also retrace your journey when you're back home, with exciting on-line maps displayed on your PC using the supplied Picture Motion Browser software.



Operation is simplicity itself. Shooting controls are pared down to a minimum for confident, fuss-free operation. It's easy to switch instantly between video or stills mode: just press REC Start/Stop for video, or touch the adjacent PHOTO button with your thumb and you're ready to grab stunning 4 megapixel still photos. With no mode dials to worry about, you can capture video or still images with equal confidence. It's like having a camcorder and digital camera with you at the same time – without the extra bulk.

Intelligent Face Detection helps you capture clear, perfectly exposed portraits both on video and photos. Smile Shutter automatically captures photos of happy, smiling faces. It even works automatically while you're shooting video, with no need to switch shooting modes.



The high-resolution 2.7-inch LCD touchscreen now features a stylish new 'seamless' design. It's also beautifully easy to use, with a newly-simplified menu system. The power is ON as soon as you flip open the LCD, and start-up from standby is quicker than ever, so there's less risk of missing that once-in-a-lifetime moment. Just flip open the LCD

touchscreen and you're ready to start shooting in a fraction of a second. Standby power consumption is also improved to almost zero, letting you keep the TG7VE ready for action in a pocket or bag with less battery drain.

After shooting, the TG7VE gives you even more ways to enjoy your video memories. Highlight Playback creates 'mini movies' for you, with no editing skills needed. Just touch the icon on the LCD screen: shots are selected automatically from your recorded footage and photos, and edited together with a choice of musical soundtrack and stylish transition effects. Fun, quick and easy, it's a perfect way to share your memories, either on the go or at home on your HD television.

Connect the TG7VE to your PC, and quick uploads to image-sharing web sites are just a few mouse clicks away. Easy-to-use Picture Motion Browser software (supplied) lets you manage and browse your clips and still shots in a unique calendar view. Shots and clips can also be uploaded without fuss to popular sites like YouTube™, Facebook, Flickr and Daily Motion: Picture Motion Browser does all the hard work for you.

There's also a wide range of accessories by Sony, beautifully designed for great looks and dependable performance with your Handycam®. Available as an option, the VCL-HGE07TB 'wide angle cap' slips easily onto the front of the camcorder's lens. The high-quality adaptor boosts wide angle performance of the TG7VE to 30mm, packing in more of panoramic landscapes, interiors and fun-filled party scenes. There's a choice of protection options, including the LCM-TGA case designed exclusively for the TG7VE, and the LCS-TGB soft carry case. Perfect for travellers, the exclusive LCS-STA organiser case has space for the TG7VE plus a spare battery, travel charger (BC-TRP) and cables (all optional).

The Handycam® HDR-TG7VE Full HD Memory Stick™ Handycam® is available from May 2009.

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\*Among 1920x1080 AVCHD Full HD Camcorders, as of Apr 09 (Sony research)

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## Handycam® HDR-TG7VE Specification table

<b>Movie format</b>	<b>HD: AVCHD, SD: MPEG2</b>
<b>Recording media</b>	<b>16 GB internal memory (increased with optional Memory Stick™)</b>
<b>Image Device</b>	<b>1/5" Exmor CMOS Sensor with ClearVid Array</b>
<b>Number of Megapixels (Gross)</b>	<b>2.3 Megapixels</b>
<b>Number of Megapixels (Photo)</b>	<b>4 Megapixels</b>
<b>Image Processor</b>	<b>BIONZ</b>
<b>Lens</b>	<b>Carl Zeiss Vario-Tessar</b>
<b>Zoom</b>	<b>10x Optical, 120x Digital</b>
<b>SteadyShot</b>	<b>Yes</b>
<b>Audio System</b>	<b>Dolby Digital Stereo with Zoom Microphone</b>
<b>Automatic Geotagging by GPS</b>	<b>Yes</b>
<b>Face Detection / Smile Shutter</b>	<b>Yes / Yes</b>
<b>Highlight Playback</b>	<b>Yes</b>
<b>LCD Type</b>	<b>2.7" Wide Clear Photo LCD plus</b>
<b>Body Size/ Weight</b> *without Memory Stick™/Battery (g)	<b>62(D) x 117(H) x 30(W) / 230g</b>

	<p>Environmental Info</p> <p>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.</p> <p>This approach can broadly be divided into three areas:</p>
	<p>Product</p> <p>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.</p> <p>Power consumption has been reduced from previous 3.3W (HDR-TG3E) to 3.1W to reduce the influence to the environment.</p>
	<p>Process</p> <p>The extended user manual is provided electronically on CD-ROM to reduce paper use.</p> <p>Product packaging is made from 100% recycled paper to reduce the impact on the environment. VOC (Volatile Organic Compound) – free vegetable oil based ink is used to print the carton</p>
	<p>Planet</p> <p>Sony is determined to lead the way as a responsible manufacturer, and as a result we are focussing on three key areas of investment:</p> <ol style="list-style-type: none"> <li>1. Reducing CO<sub>2</sub> gas emissions</li> <li>2. Increasing the percentage of renewable energy used in manufacturing facilities</li> <li>3. Minimising the resources used by our factories in manufacturing</li> </ol>

For more information, please contact your local PR manager

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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 55.44 billion (yen 8,871 billion) for the fiscal year ended March 31, 2008, based on an average market exchange rate for the same period of yen 160.0 to the EUR. It employs approximately 180,500 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 12.73 billion (yen 2,328 billion) for the fiscal year ended March 31, 2008. 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 9.55 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>