

PRELIM
NEW

With Sony, Anyone Can Shoot Like a Pro. Sony's α (alpha) DSLR-A100 camera combines 10 MP performance, high-sensitivity shooting, Super SteadyShot[®] in-camera image stabilization, Dynamic Range Optimizer to recapture detail and Eye-Start[®] Autofocus for faster response -- plus precision Sony[®] and Carl Zeiss[®] lens systems and Minolta A-mount lens compatibility

— **Superior Electronics, Amazing Simplicity**

In the revolutionary new Sony[®] α (alpha) DSLR-A100 camera, Sony digital technology takes you a giant step toward professional performance -- with advanced imaging, image stabilization and creative control functions, plus ease of operation that helps everyone take better digital pictures right from the start.

— **Advanced Lenses and Accessories**

The Sony[®] α (alpha) DSLR-A100 camera is your gateway to an incredibly sophisticated array of lenses and accessories -- including precision Sony[®] standard and zoom lenses, Sony[®] "G" Series lenses with advanced motorized autofocus, amazingly bright Carl Zeiss[®] T* coated lenses, professional-quality flash units, and compatibility with over 16 million Maxxum[®], Dynax and A-mount lenses sold worldwide.

— **10 MP APS-size CCD Imager**

A large APS-size CCD imager allows more light to pass to each pixel, increasing sensitivity and reducing noise -- and providing greater detail when you make big prints or crop in close on your subject.

— **Super SteadyShot[®] Image Stabilization**

When you shoot with high sensitivity, the shutter remains open longer -- so to compensate for shaky hands or fast-moving subjects, the Sony[®] Super SteadyShot[®] system automatically reduces image blur. And because it works in-camera, you'll get the benefit of Super SteadyShot[®] stabilization with every lens you use.

— **Sharp, Clear Photos that Preserve the Mood**

With high-sensitivity (ISO 1600) shooting, the Sony[®] α (alpha) DSLR-A100 camera captures great photos without flash even in low light -- which makes it an ideal system camera for shooting without a tripod or in locations (like museums and churches) where flash is prohibited.

— **Anti-Dust Technology**

Changing lenses in a DSLR can allow dust to enter the camera -- so to keep the CCD imager clean for better pictures, the Sony[®] α (alpha) DSLR-A100 camera utilizes both static-free anti-dust coating on the CCD filter and anti-dust vibration that automatically shakes the CCD to dislodge dust each time the camera is shut off.

— **Dynamic Range Optimizer**

To recover details in dark or bright areas of the picture, the Sony[®] α (alpha) DSLR-A100 camera provides two levels of Dynamic Range Optimization: Normal DRO, to improve shadow detail using standard gamma curves for fast shot-to-shot response time, or Advanced DRO, to adjust dynamic range area-by-area for the greatest precision.

— **Bionz[™] Image Processor**

At the heart of the Sony[®] α (alpha) DSLR-A100 camera is the advanced Bionz[™] Image Processor, using hardware-based Large Scale Integrated (LSI) circuitry that responds ten times faster than software image processors -- improving camera response time, handling Dynamic Range Optimization processing and extending Stamina[®] battery life.

— **Eye-Start[®] Autofocus System**

Some DSLR systems don't start focusing until the shutter button is half-pressed -- but that can slow down camera response. The Sony[®] α (alpha) DSLR-A100 camera begins its precision autofocus adjustments the moment you bring your eye to the viewfinder, to capture fast-action subjects other cameras might blur.

— **2.5" Clear Photo LCD Plus[™] Screen**

The Clear Photo LCD Plus[™] design of the Sony[®] α (alpha) DSLR-A100 camera's built-in screen makes it easy to read camera setup menus even in bright sunlight -- and gives you a better picture when you use your screen to set up shots and check results.

— **Continuous Burst Mode at 3 Frames Per Second**

To catch fast action more effectively, the Sony[®] α (alpha) DSLR-A100 camera offers continuous JPEG image capture up to the limit of your flash memory card -- plus RAW Burst Mode (up to 6 shots) with intelligent buffer management to allow more shots to be captured without waiting for the buffer to clear.

ADDITIONAL FEATURES

- Super-Accurate Exposure Control
- Flexible Exposure Modes
- 9-Point Auto Focus Selection
- Lithium Ion Battery with Stamina[®] Power
- Dual Media Options



Shown with optional 18-70mm lens



Shown with optional 18-70mm lens



Specifications

General

Imaging Device: 10.2 (effective) APS CCD Sensor; 23.6 x 15.8 mm; RGB primary color filter

Convenience

White Balance: Auto plus 6 Modes (Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash); +/- 3 step adjustable Kelvin temperature control

Self Timer: Yes (10 seconds, 2 seconds, Off)

Memory Stick PRO™ Media Compatibility: Tested to support up to 4GB media capacity; does not support Access Control security function

Red-Eye Reduction: On/Off (all modes)

Movie Mode(s): N/A

Burst Mode: Up to 3FPS; Unlimited to capacity of media (JPEG L/M/S); Maximum 3 frames (RAW + JPEG); Maximum 6 frames (RAW)

Scene Mode(s): Portrait, Landscape, Sunset, Night View/Night Portrait

Color Mode(s): Black & White, Standard, Vivid, Adobe RGB (Except for Adobe RGB, all other color modes use the sRGB color space)

Inputs and Outputs

USB Port(s): Yes, Supports USB 2.0 Hi-speed³

Output(s): Video: Yes, NTSC/PAL Selectable

Hardware

LCD: 2.5-inch TFT (230k pixels) LCD with Clear Photo™ design

Viewfinder: Optical: TTL, 0.83x, 95% coverage

Chipset: Bionz™ Processor LSI with Dynamic Range Optimizer (DRO/DRO+)

Microphone: No/ No

Operating Conditions

Flash Effective Range: GN12 at ISO 100 (39 feet/12 meters)

Flash Mode(s): Auto/On/Off/Rear Curtain/Wireless

Optics/Lens

Focus: Visual Focus Confirm: Direct via VF Matte Screen

Shutter Speed: 30 ~ 1/4000 sec 52 step, Bulb

Exposure Compensation: ±2.0 EV, 1/3 EV Steps

ISO: Auto/160/200/400/800/1600/Lo80/Hi2

Exposure: Program Shift: Yes, Command Dial

Lens Type: Interchangeable A mount

Power

Battery Type: NP-FM55 Lithium-ion rechargeable battery

Battery Capacity: 7.2V, 1600 mAh; CIPA standard: approx. 750 pictures⁴

Service and Warranty Information

Limited Warranty: 1 Year Parts & Labor

Software

Supplied Software: Picture Motion Browser for Sony v1.1 (Windows), Image Data Converter SR Ver. 1.1 (Windows & Macintosh), USB Driver

Operating System Compatibility: Microsoft® Windows® 2000 Professional, ME, XP Home and Professional; OS X (v 10.3 or later). OS must be installed at the factory.

Dimensions

Weight: 1 lb, 3 oz (545 g) body, not including battery, lens and media

Measurements: (WHD) 5 1/4" x 3 3/4" x 2 7/8" (133 x 95 x 71 mm)

Supplied Accessories

- NP-FM55 Lithium-Ion Battery
- BC-VM10 Battery Charger
- Video Cable
- USB Cable
- Shoulder strap with eyepiece cap and Remote Commander clip
- MSAC-MCF1N MS-Duo to CF Adaptor
- Body cap
- Accessory shoe cap
- Image Data Converter SR Ver. 1.1/Picture Motion Browser Ver. 1.1 CD-ROM
- NOTE: No Memory Stick media is included.

Optional Accessories

- Lightweight Tripod (VCT-1500L)
- Memory Stick Duo PRO™ (MSX-256S)
- Memory Stick Duo PRO™ (MSX-512S)
- Memory Stick Duo PRO™ (MSX-1GST)
- Memory Stick Duo PRO™ (MSX-2GS)
- Memory Stick Duo PRO™ (MSX-4GS)
- External Flash (HVL-F56AM)
- External Flash (HVL-F36AM)
- M Series Lithium Battery (NP-FM55)
- AC Adaptor/Charger (AC-VQ900AM)

Color: Black

UPC Code: 027242694132



STILL IMAGE STORAGE CAPACITIES

Memory Stick Duo™ Media ¹	3880x2600 (10MP) Raw/Raw+JPEG	3880x2600 (10MP) Fine/Standard	2896x1936 (5.6MP) Fine/Standard	1920x128 (2.5MP) Fine/Standard
128MB	7/5	29/46	52/80	108/158
Memory Stick PRO Duo™ Media¹				
256MB	14/10	54/85	95/145	197/287
512MB	30/23	112/174	194/296	402/586
1GB	62/48	229/358	397/606	822/1196
2GB	128/100	471/735	815/1245	1687/2454
4GB	264/208	968/1509	1673/2557	3462/5035
Compact Flash				
128MB	7/5	29/46	51/79	107/156
256MB	15/12	59/93	104/159	216/315
512MB	32/25	120/188	208/319	433/630
1GB	65/51	242/377	419/640	867/1262
2GB	132/103	485/755	838/1279	1734/2523
4GB	265/207	968/1508	1673/2553	3460/5034
Microdrive				
1GB	69/54	254/396	439/671	910/1324
2GB	132/103	485/755	838/1279	1734/2523
4GB	265/208	969/1509	1674/2556	3464/5039
6GB	399/312	1455/2265	2512/3835	5197/7560

1: Viewable area, measured diagonally.
 2: Actual results may vary based on product settings, usage patterns and environmental conditions.
 3: Not all products with USB connectors may communicate with each other due to chip-set variations
 4: Under average conditions, when fully charged, actual results may vary based on camera settings and conditions of use.

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