Specifications

Camera Type							
Califera type	Digital SLR camera with built-in flash and interchangeable lenses						
Lens Used							
	Sony $lpha$ lenses						
Image Capture Sensor	23.6 x 15.8mm (APS-C size) interlace scan CCD with primary						
	colour filter						
No. of pixels	Total: approx. 10.8 megapixels Effective: approx. 10.2 megapixels						
Aspect ratio	3:2						
Dust reduction	Static-resistant Anti-dust Coating (incorporated in CCD-shift mechanism)						
Sensitivity	Auto, 100, 200, 400, 800, 1600 equivalent						
Recording media	M CULLDOOD M CULLDOOD LIVE I						
	Memory Stick PRO Duo, Memory Stick PRO Duo High Speed (includes Memory Stick Duo adaptor for CompactFlash slot), CompactFlash (Type I & II), Microdrive						
Format function	FAT 12, 16, 32						
A/D conversion	12 bit						
File format	JPEG, RAW, RAW+JPEG (DCF 2.0 compliant, DPOF 1.1 print functions supported, Exif 2.21 supported)						
No. of recorded pixels	L: 3,872 x 2,592 M: 2,896 x 1,936						
	S: 1,920 x1,280						
Colour modes	sRGB, Adobe RGB						
Image quality modes	Standard, Fine, RAW, RAW+JPEG						
Noise reduction	Available at shutter speeds longer than 1 sec.						
Delete functions	Single, multiple or all frames in a folder / memory card can be deleted. Folders can be deleted in the File Browser.						
D-Range Optimizer	Advanced / Standard / Off (automatically off in M-Mode, in RAW or RAW+JPEG format, or with center-weighted or spot						
W// D	metering)						
White Balance	A D /D !: 1: C! C! T !: 1:						
Settings	Automatic, Preset (Daylight, Shade, Cloudy, Tungsten light, Fluorescent light, Flash), colour temperature (2500 - 9900K with 19-step Magenta / Green compensation), custom						
Super SteadyShot							
System	CCD-shift mechanism						
Display	Indicator inside viewfinder						
Compensation	Approx. 2EV - 3.5EV decrease in shutter speed (varies according to conditions and lens used)						
Display							
LCD monitor	2.5-inch (100% field of view), 230,400-dot TFT, hybrid type (Clear Photo LCD Plus)						
Information display	Navigation display functions, enlarged text view, camera orientation adjustment						
Image display modes	Single image (image only, image + information, image + information + histogram), index (4/9/16 images), tabbed browsing						
Other display functions	Enlarged view (maximum zoom: L size - 12x, M size - 9x, S size - 6x), overexposure / underexposure warning, slideshow, image orientation (automatic rotation mode on / off)						
AF System	image of official official office of 7 off)						
Focus modes	Auto-focus / manual focus selectable (auto-focus modes:						
	AF automatic selection, one-shot AF, continuous AF, direct manual focus)						
Main functions	Focus area selection (wide area / 9-point local frame selection / fixed center spot focus), predictive focus for moving subjects,						
	auto-tracking focus point, focus lock (by half pressing shutter button or via the spot AF button)						
Eye-start AF	Selectable via main menu						
Туре	TTL phase-detection system						
Sensor	CCD line sensors (9 points, 8 lines with center cross-hair sensor)						
Sensitivity range	EVO - EV18, ISO 100 equivalent						
AF illuminator	Activated via built-in flash in low-light / low-contrast situations, range: 1-5m						

DSLR-A100

AE System	B 15(1) 1 (BM 1 1) 1(1)
Exposure modes	Program AE (Auto mode / P-Mode, with program shift), aperture-priority AE (A-Mode), shutter-priority AE (S-Mode),
<u> </u>	manual (M-Mode)
Scene selector	Portrait, Landscape, Macro, Sports, Sunset, Night / Night Portrai
Metering type	Direct TTL metering (40-segment honeycomb-pattern metering center-weighted metering, spot metering)
Metering sensor	40-segment honeycomb-pattern SPC
Metering range	EV1 - EV20 (EV4 - EV20 with spot metering), ISO 100 equivalent with F1.4 lens
Exposure compensation AE lock	+/- 2EV (1/3 EV increments) Automatically activated with AF lock, available with AE lock button
Built-In Flash	Automatically activated with AF lock, available with AE lock button
	ADI / Pre-flash TTL flash metering, manually activated
Flash metering and control Effective area	18mm lens coverage equivalent (same focal length)
Flash modes	Automatic, Fill flash, Red-eye reduction pre-flash, Rear Sync Flash, Wireless*, High-speed sync*, Slow sync (with AE lock on) *Requires compatible external flash
Guide no.	GN 12 (in meters at ISO 100)
Flash compensation	+/- 2EV (1/3 EV increments)
Recycling time	Approx. 3 seconds
External flash (sold separately)	HVL-F56M, HVL-F36M, Macro Twin Flash Kit HVL-MT24AM
Shutter	
Туре	Electronically-controlled, vertical-traverse, focal-plane shutter
Speed range	1/4000 sec 30 sec., bulb
Flash sync speed	1/160 sec. (1/125 sec.with Super SteadyShot on)
Viewfinder	
Туре	Fixed eye-level
Pentaprism	Roof mirror type
Focusing screen	Spherical Acute Matte
Field of view	95%
Magnification	0.83x (with 50mm lens at infinity, -1 m ⁻¹)
Eye relief	Approx. 20mm from the eyepiece, 16mm from the eyepiece frame
Diopter control	-2.5 - 1.0m ⁻¹
Eyepiece cup	Removable
Shooting	Nomorable
Exposure bracketing	Single or continuous shot (3 frames), 0.3EV / 0.7EV increments
White balance bracketing	3 frames, 2-step increments
Continuous shooting rate	Up to 3 frames per second
Continuous shooting limit	JPEG: unlimited, RAW: 6 frames, RAW+JPEG: 3 frames
Self-timer	10 sec., 2 sec. (with mirror up), LED and buzzer signals
	Adjustment functions: 8 modes (Standard Vivid Portrait
Digital effect control modes	Adjustment functions: 8 modes (Standard, Vivid, Portrait, Landscape, Evening, Night / Night Portrait, Monochrome, Adob RGB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible
modes	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RGB), contrast, saturation and sharpness settings (+/- 2 steps)
modes Other functions	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RGB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible
Other functions Others	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RGB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible
Other functions Others Audio alerts	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus
Modes Other functions Others Audio alerts Printing output control	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching
Other functions Others Audio alerts Printing output control Power	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus
Other functions Others Audio alerts Printing output control Power Battery	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels
Other functions Others Audio alerts Printing output control Power Battery Power display	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance Connectivity	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels AC adaptor - AC-VQ900AM Approx. 750 frames recorded (CIPA measurement)
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance Connectivity PC interface	Landscape, Evening, Night / Night Portrait, Monochrome, Adolt RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels AC adaptor - AC-VQ900AM Approx. 750 frames recorded (CIPA measurement) USB2.0 Hi-Speed (mass storage mode / PTP mode) Microsoft Windows Me / 2000 Professional / XP Home Edition /
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance Connectivity PC interface Compatible OS	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels AC adaptor - AC-VO900AM Approx. 750 frames recorded (CIPA measurement) USB2.0 Hi-Speed (mass storage mode / PTP mode) Microsoft Windows Me / 2000 Professional / XP Home Edition / XP Professional, Macintosh Mac OS X (v101.3 and later)
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance Connectivity PC interface Compatible OS	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels AC adaptor - AC-VQ900AM Approx. 750 frames recorded (CIPA measurement) USB2.0 Hi-Speed (mass storage mode / PTP mode) Microsoft Windows Me / 2000 Professional / XP Home Edition /
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance Connectivity PC interface Compatible OS Video output Size	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels AC adaptor - AC-VQ900AM Approx. 750 frames recorded (CIPA measurement) USB2.0 Hi-Speed (mass storage mode / PTP mode) Microsoft Windows Me / 2000 Professional / XP Home Edition / XP Professional, Macintosh Mac OS X (v101.3 and later) NTSC / PAL selectable
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance Connectivity PC interface Compatible OS Video output Size Dimensions (WxHxD)	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels AC adaptor - AC-VO900AM Approx. 750 frames recorded (CIPA measurement) USB2.0 Hi-Speed (mass storage mode / PTP mode) Microsoft Windows Me / 2000 Professional / XP Home Edition / XP Professional, Macintosh Mac OS X (v.10.1.3 and later) NTSC / PAL selectable Approx. 1331 x 94.7 x 71.3mm (5.2" x 3.7" x 2.8")
Other functions Others Audio alerts Printing output control Power Battery Power display External power source Battery performance Connectivity PC interface Compatible OS Video output Size	Landscape, Evening, Night / Night Portrait, Monochrome, Adob RCB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible After-view, depth-of-field preview, zone-matching Buzzer for self-timer and auto-focus Exif Print, Print Image Matching III, PictBridge NP-FM55H 5 levels AC adaptor - AC-VQ900AM Approx. 750 frames recorded (CIPA measurement) USB2.0 Hi-Speed (mass storage mode / PTP mode) Microsoft Windows Me / 2000 Professional / XP Home Edition / XP Professional, Macintosh Mac OS X (v101.3 and later) NTSC / PAL selectable

Supplied Accessories

Battery charger BC-VM10, power cord, rechargeable battery pack NP-FM55H, CompactFlash slot-compatible Memory Stick Duo adaptor AD-MSCF1, USB cable, video cable, shoulder strap (includes eyepiece cover and remote commander clip), body cap (for main unit), accessory shoe cap (for main unit), CD-ROM (\$\mathcal{\alpha}\$ 100 application software).



Memory Card Recording Capacity

				_						
Memory Stick PRO Duo										
nage Size	Mode	256MB	512MB	1GB	2GB					
	Standard	85	174	358	735					
	Fine	54	112	229	471					
	RAW+JPEG	10	23	48	100					
	RAW	14	30	62	128					
	Standard	145	296	606	1245					
	Fine	95	194	397	815					
	Standard	287	586	1196	2454					
	Fine	197	402	822	1687					

CompactFlash										
Image Size	Mode	256MB	512MB	1GB	2GB	4GB				
L:10M	Standard	93	188	377	755	1508				
	Fine	59	120	242	485	968				
	RAW+JPEG	12	25	51	103	207				
	RAW	15	32	65	132	265				
M: 5.6M	Standard	159	319	640	1279	2553				
	Fine	104	208	419	838	1673				
S: 2.5M	Standard	315	630	1262	2523	5034				
	Fine	216	433	867	1734	3460				

The above figures are approximate. Actual results may vary according to usage and shooting conditions.

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C100 SONY



like.no.other™



ADVANCED

Super SteadyShot™ Inside Anti-dust system

X INNOVATES

Providing Exclusive Technologies that Help to Expand Your Potential

A digital SLR camera should, first and foremost, bring beautiful photography within reach of everyone. Reach for α 100 and enjoy its advanced anti-shake technology that empowers even first-time users to take sharp, vivid photos without worrying about camera shake. Convenient anti-dust measures, meanwhile, protect against unwanted dust when changing lenses. With α 100 in your hands, a new world of creativity is yours to explore.

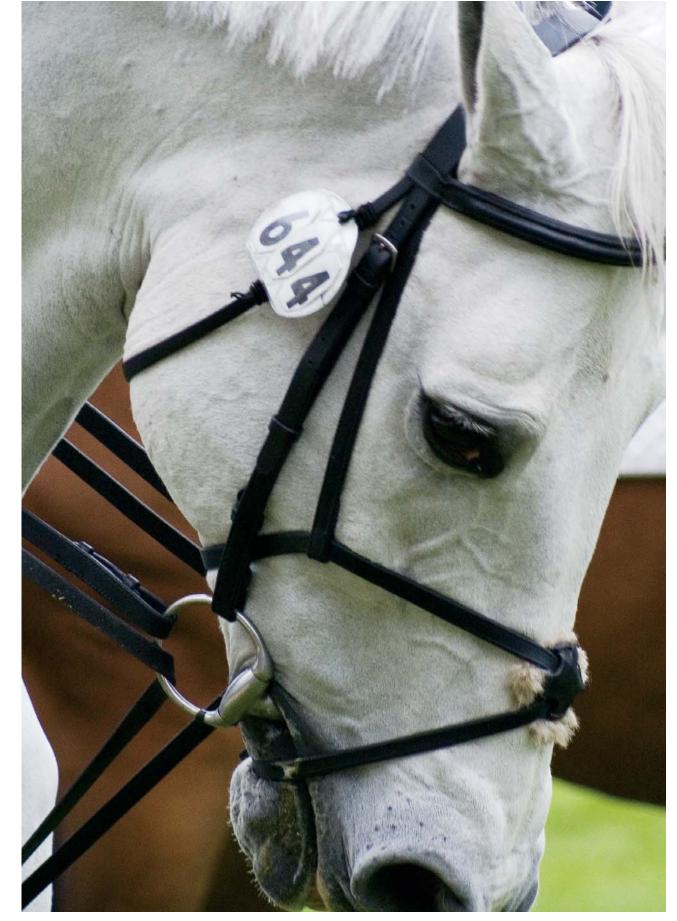


Photo data: 1/500sec - F 5.6, ISO - 400, Auto white balance, Lens - 75-300mm F4.5-5.6 @ 180mm

Photo captured at Spruce Meadows, Calgary, Alberta

Take Sharper Pictures with Any α Lens

Night-time scenes



Super SteadyShot allows you to take sharper low-light photos



Super SteadyShot™ Inside

Because it's built into the camera body itself, the Super SteadyShot Inside system can work with every α lens, compensating for subtle hand and body movements to give you sharper, steadier photos. Automatically reducing camera shake by 2 to 3.5 shutter steps, it ensures the photos you shoot at 1/20 of a second are as sharp as if they were shot at 1/250 of a second. Thanks to Super SteadyShot Inside, you can now shoot with total confidence in low light or when using a zoom or a macro lens, even when you don't have your tripod or flash handy.





Shooting with a telephoto lens



Distant subjects show up clearly, without blur from camera shake



Shooting with a macro lens



Even the finest details are sharp and clear



Anti-shake Mechanism

To counteract the effects of camera shake, Super SteadyShot Inside employs a CCD-shift mechanism that balances out high-speed hand movements as well as low-speed body movements. Using highly sensitive speed and motion sensors, it instantly reacts to movement, shifting the CCD along horizontal and vertical axes by the precise amount to minimize blurring.

Camera Shake Indicator

Any time you shoot freehand, camera movement can become a factor. Featuring a shake indicator, which is readily visible through the viewfinder, the α 100 provides real-time information so you can adjust your settings or shooting stance accordingly.

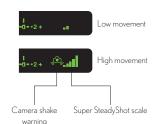




The CCD in the lpha 100 moves in reaction to hand and camera movements



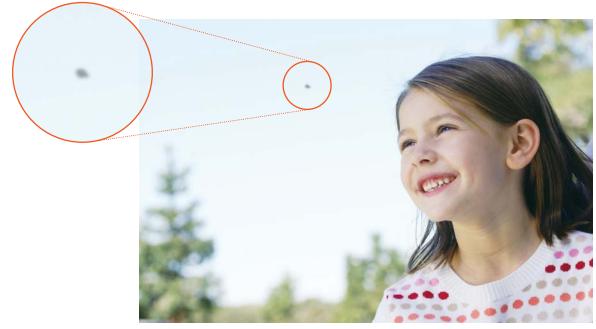
Two Super SteadyShot indicators are visible in the viewfinder



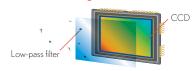
Protect Your CCD from Dust

Anti-dust System

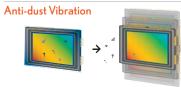
Dust on the CCD can reduce image quality by producing unwanted marks on your photos. The α 100 incorporates two anti-dust measures to protect the CCD and help keep your images clean and beautiful. The low-pass filter located on the CCD has been treated with an Anti-dust Coating that minimizes the attraction of dust particles and makes it harder for them to cling to the CCD. Then, each time the camera is shut down, the Anti-dust Vibration function automatically vibrates the CCD rapidly to shake loose dust particles that may have accumulated.



Anti-dust Coating



The low-pass filter is treated with a coating that reduces dust attraction



When powering down, the CCD is vibrated to shake



BEAUTIFUL

10.2-megapixel CCD

Bionz™ image processing engine

D-Range Optimizer

X TRANSFORMS

Capture the Detail and Rich Colour of Life

Whether it's a magic moment or a flash of spontaneity, the α 100 incorporates sophisticated Sony technology to convey the pure emotion of your photos. The 10.2-megapixel CCD works in harmony with the Bionz engine to capture each scene as an extraordinary display of fine detail and vibrant colour. Furthermore, D-Range Optimizer helps to reproduce scenes exactly as you see them, even in challenging lighting conditions. Simplified by Sony technology, the α 100 produces pictures that hold all the life, emotion and inspiration that you felt when you took them.

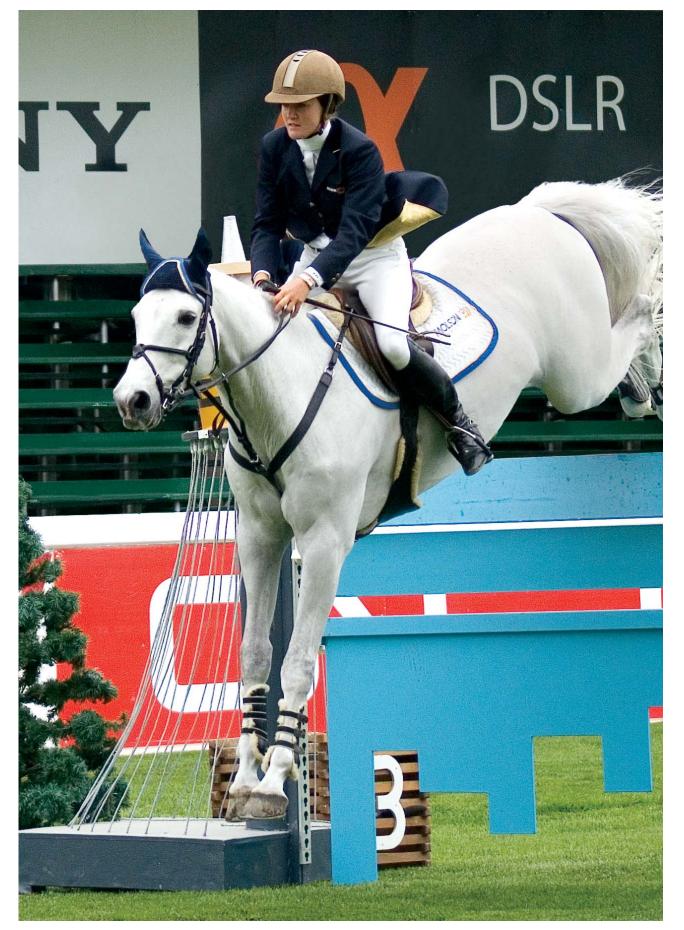


Photo data: 1/1000sec - F 4.5, ISO - 400, Auto white balance, Lens - 75-300mm F4.5-5.6 @ 85mm

Photo captured at Spruce Meadows, Calgary, Alberta

Take Outstandingly Detailed, High-resolution Photos



See the level of detail that 10.2 megapixels provides



clearly discerned

are distinctly visible





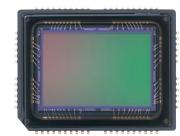


blurred for beautiful effect

Subtle gradations in shading stand out

10.2-megapixel CCD

The lpha 100 tops its class with a high-resolution 10.2-megapixel CCD, ideal for capturing minute detail, subtle gradations and delicate shifts of colour. With its large 23.6 x 15.8mm CCD, the α 100 promises a wider tonal range with less noise, and allows you to produce prints that are stunningly sharp and exceptionally clean even when enlarged to 12" x 16" (about 300 x 420mm) size. Covering the CCD is a threecrystal-layer low-pass filter featuring anti-IR and -UV coatings. The filter is optimized for the large-size, high-resolution image sensor to deliver faithful colour integrity while minimizing moiré.



10.2-megapixel APS-C size CCD

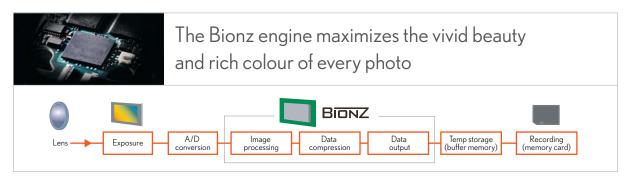
The High-speed Brain of *X*





Bionz[™] Engine

Capturing the emotion of a magic moment means nothing if you don't have the power to reproduce it faithfully. Sony's exclusive new Bionz engine is designed to perfectly complement the lpha 100's 10.2-megapixel CCD, ensuring that all of the rich colour and detail are as vivid as you remember. The sophisticated algorithm easily handles high-speed, highquality processing of the full dynamic range to reduce unwanted image noise without degrading resolution or colour integrity. The Bionz engine also performs intelligent control of colour saturation, contrast and white balance for exceptionally natural image reproduction.



Return Your Scenes to Their Natural Beauty

D-Range Optimizer



D-Range Optimizer setting (mode dial)

The D-Range Optimizer function* accurately adjusts exposure balance when shooting under high contrast lighting and colour conditions, such as with strong backlighting. In Standard Mode, D-Range Optimizer measures the brightness of the entire scene in real-time to determine the most appropriate exposure balance. In Advanced Mode**, D-Range Optimizer analyzes the image section by section and adjusts the brightness of each area individually to ensure your photo is as beautiful and balanced as the scene that inspired you.

 * Depending on shooting conditions this function may not be selectable, or the effect may be minimal.





In Advanced Mode, the image is analyzed in sections, with the exposure of each area receiving the proper adjustment



INTUITIVE

Auto-focus

High-quality viewfinder

STAMINA battery

High-speed continuous shooting

2.5-inch Clear Photo LCD Plus

X ANTICIPATES

Helping You Take the Pictures You Want

From shooting to playback, just like a well-trained assistant, the α 100 anticipates your needs. Equipped with a precision autofocus function, a bright and clear viewfinder, a large STAMINATM battery, high-speed data writing capability and an intelligent LCD, the α 100 offers you convenient support for all aspects of shooting.

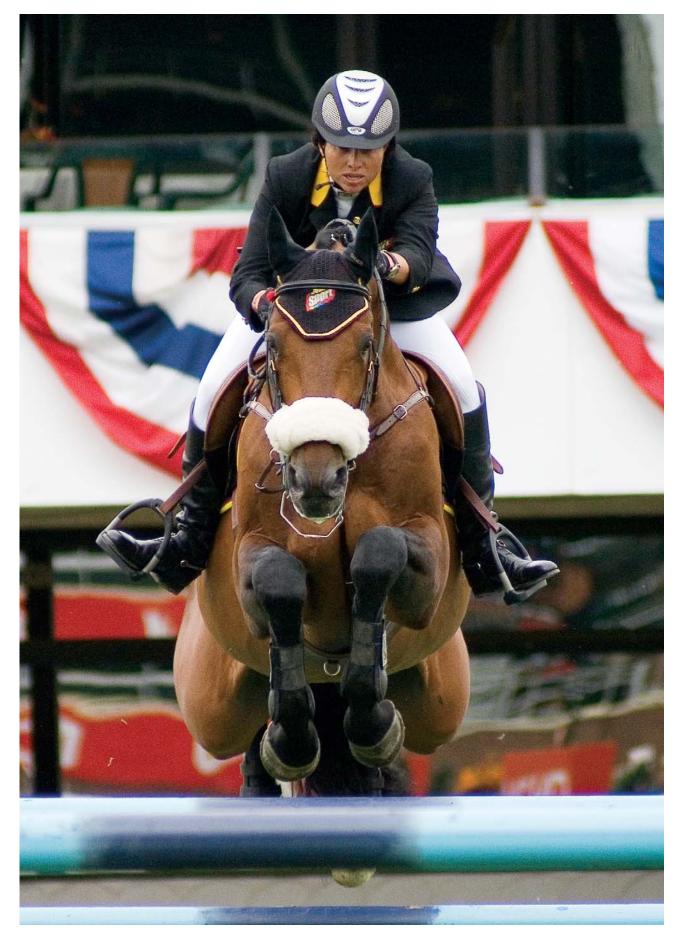
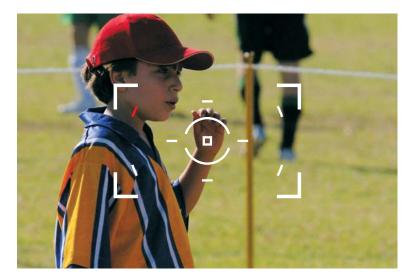


Photo data: 1/800sec - F 5.6, ISO - 400, Auto white balance, Lens - 75-300mm F4.5-5.6 @ 300mm

Photo captured at Spruce Meadows, Calgary, Alberta

Focus Immediately, Right Where You Want



Advanced Auto-focus Functions

The high-performance auto-focus system in the α 100 offers exceptional speed, accuracy and convenience. Nine separate AF sensors for wide-area coverage give you greater freedom to compose your photos with confidence. Once focus has been set, the appropriate sensor turns red for easy verification. The continuous AF mode, meanwhile, makes it easy to track fast moving subjects, such as at sporting events. It analyzes the subject's speed and accurately predicts the correct focus point at the moment of shutter release, so you can concentrate on getting the shot.

It Starts Focusing Before You Do

Eye-start AF System

The Eye-start system incorporates an infrared sensor just below the eyepiece to detect when the viewfinder is being used. It automatically activates auto-focus so you are ready to shoot as soon as you look through the viewfinder.



Eyepiece sensor

Large, Bright and Easy to See **High-quality Viewfinder**

The optical viewfinder provides a bright, clear view of your subject and an impressive 95% image coverage and 0.83 magnification for easy shooting. And because it employs a spherical acute matte focusing screen, the visual contrast in sharpness between subject and background makes it easier to identify focus in automatic and manual modes.



Spherical acute matte focusing screen

The Power to Keep on Shooting





750-shot Stamina Battery

Complemented by low energy consumption measures, Sony's new lithium ion STAMINA™ battery pack** lets you shoot an amazing 750 shots* from a single charge – top-class performance for a digital SLR camera with built-in flash. Thanks to its extended battery life, the α 100 satisfies the needs of even serious photographers, making it ideal for a long day of shooting, important events or trips away from home. To provide you with better energy management while shooting, a 5-stage meter displays remaining power on the LCD.

- * Approximate. Measurement based on CIPA standard.
- ** Use only NP-FM55H battery packs.

Catch Every Bit of the Action



3-fps Continuous Shooting

With the continuous shooting function you can take 3 images per second* in any file format, including RAW. With the advanced power of the high-speed Bionz^M engine and DDR-SDRAM buffer, the α 100 can process and write to memory quickly enough that you can now capture non-stop action in high-resolution JPEG at 3 frames per second simply by holding down the shutter button. The larger your memory card, the longer you can continue shooting.

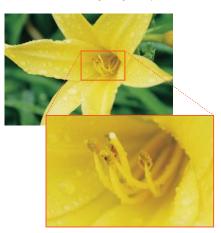
 * Shooting speed depends on memory card writing speed and shooting conditions; total number of images depends on memory card and its capacity.

See All There Is to Enjoy



2.5-inch Clear Photo LCD Plus

The α 100's 2.5-inch Clear Photo LCD Plus is an extra-bright 230,000-dot display that realistically plays back delicate gradations and rich, natural colours. Sony's Clear Processing technology reduces diffused reflections and ensures faithful reproduction of colour hues, while the anti-reflection surface coating reduces glare for easy viewing even in strong sunlight. The wider field of view makes it convenient for sharing images as you take them.



The convenient zoom function gives you a closeup view of your photos for easy confirmation of focus and minute details

Simple and Useful Navigation Window

The convenient navigation window displays settings and camera status information in a clear, easy-to-read format so you can concentrate on getting the shot. The navigation window may be set to basic or to large-text mode for increased readability, and automatically orients itself horizontally or vertically to match how the camera is being held. For added convenience, the Eye-start sensor automatically detects when you look through the viewfinder and turns the navigation window off.



Basic view



The basic view provides a full display of current settings and camera status

Enlarged view



The enlarged text view allows quick and easy reading of essential settings and functions

Histogram view



The histogram view lets you check that images are correctly exposed, with no blown-out highlights or blocked-in shadows



CREATIVE

40-segment metering system

Scene modes

Exposure modes

Digital effect control modes

Zone matching

White balance

\alpha INSPIRES

Express Your Unique Creative Power

The greatest pleasure in photography is when your results exactly match your intentions. Beyond capturing a beautiful scene, which the α 100 does with ease, you have at your disposal a score of advanced automatic mode settings for exposure and digital effects. Additional functions make it easy for beginners to shoot with skill, while manual settings offer all the creative freedom you could ask for.

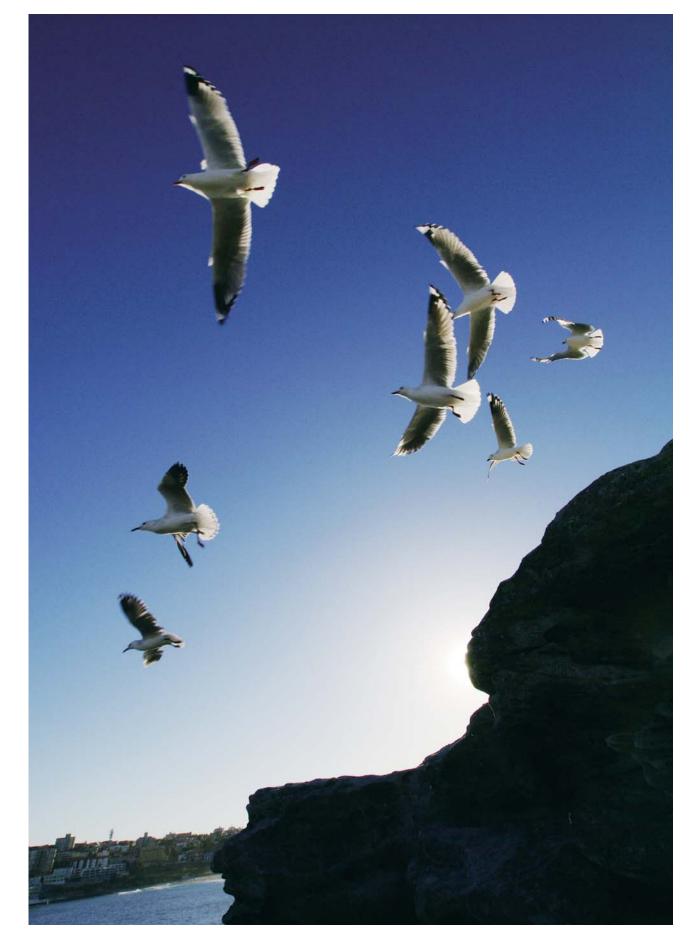


Photo data: 11 - 18mm F4.5 - 5.6, 1/500 sec., F11, ISO100, White Balance: Daylight

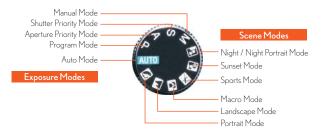
Read the Scene Exactly as You See It



40-segment Metering System

A newly developed 40-segment honeycombpattern light sensor analyzes brightness across the scene, making it easier to take great photos in a wide range of lighting conditions. There are three light metering modes available to suit different situations. In multi-segment metering, each area is evaluated independently and the ideal exposure level is selected automatically. In center-weighted metering, overall lighting is taken into consideration, with emphasis on the center region, such as when shooting portraits. In spot metering, only the center segment is used, letting you set the exposure based on a specific area.

Scene and Exposure Modes



The Mode dial offers six pre-set scene modes that let you make a single adjustment to easily shoot in a variety of situations. The five exposure modes range from fully automatic to complete control over all aspects of exposure.

Scene Modes



This mode softens the background focus to give your subject a







This mode helps you capture dramatic evening scenes with rich warm colour tones such as deep reds and oranges.



This mode optimizes depth of field for distant subjects, allowing



This mode combines continuous auto-focus with fast shutter speeds, making it ideal for taking photos of fast-moving action



Take great night scenes with the flash off, or turn the flash on to take portraits with properly exposed subject and background.

Exposure Modes

M [Manual Mode]

In M Mode, you have complete control over shutter speed and aperture settings, allowing you to arrange your photo in any

S [Shutter Priority Mode]

In S Mode, you choose the shutter speed you want to shoot with, and the camera then automatically selects the appropriate aperture setting to create a balanced exposure.

A [Aperture Priority Mode]

In A Mode, you choose the aperture setting you wish to use, and the shutter speed is then automatically configured accordingly.

P [Program Mode]

In P Mode, shutter speed and aperture are conditions, but giving you the option to change them if you wish.

Auto Mode

Unlike the exposure modes that allow you to change settings for shutter speed and aperture, Auto Mode takes care of all settings automatically for maximum convenience in any situation.

Digital Effect Control Modes

Fine-tune your images to perfection



High contrast

In addition to giving you control over shooting settings like shutter speed and aperture, the α 100 also gives you the ability to adjust white balance, colour saturation and other image qualities. Eight separate control modes (Standard, Vivid, Portrait, Landscape, Evening, Night / Night Portrait, Monochrome, Adobe RGB) allow you to get creative to achieve the kinds of imagery you intend. In addition, contrast, hue and sharpness can all be finetuned with 5-stage setting controls.

Zone Matching



Low Mode







Getting exactly the right exposure can be tricky when shooting very light or very dark subjects against backgrounds with similar tonality or when shooting high-key or low-key subjects. For these situations, the Zone Matching mode automatically compensates to prevent highlights from being blown out and shadow details from being lost.

White Balance



By adjusting the white balance temperature, you can select how much weight different colours are given and choose the balance that best suits your images

Every light source has its own temperature, which affects the colour and warmth that it gives your photos. A variety of white balance choices make it easy to shoot in any type of light. When shooting in a variety of light sources, white balance bracketing simultaneously takes sets of three photos at different colour temperatures so you can select the one that looks the most natural.

Function Dial

The Function dial provides intuitive access to white balance, auto-focus, light metering and other commonly used functions for greater control and flexibility as you shoot





Main display





Picture Motion Browser

The bundled Picture Motion Browser software lets you easily transfer images from the lpha 100 and automatically organizes them for your convenience. The software can display your photos individually, as a slide show or arrange them by date in a calendar format. In addition, it facilitates image adjustment, printing and even forwarding via email, offering fun new ways to share memories with your family and friends.

Requirements:

Windows OS	Windows 2000 Professional / Millennium Edition /
	XP Home Edition / XP Professional Edition
CPU	Pentium II 500MHz or faster (Pentium II 800MHz
	or faster recommended)
RAM	128MB or more (256MB or more recommended)
Software Required	DirectX 9.0c or later recommended
HD Space	Approx. 200MB required for installation
Display	800 x 600 or more, High color (16-bit or higher)

High-speed, Versatile Image Control







Image Data Converter SR 1.1

For even greater control over your images, the SR software package. This application enables a wide variety of modifications on your PC using RAW image data. Adjust brightness, contrast, color levels, color temperature, exposure and white balance. Fast and intuitively user-friendly, this software allows you to develop your skills and your photos to their fullest.

Requirements:

OS	Windows 2000 Professional / Millennium Edition
	XP Home Edition / XP Professional Edition
CPU	Pentium III 1GHz or faster recommended
RAM	256MB (512MB or more recommended)
Virtual Memory	700MB or more
Display	1024 x 768 or more, High color (16-bit or higher)

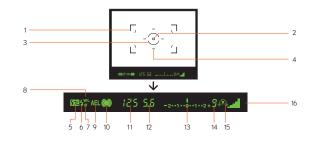
Macintosh	
OS	Mac OS X v10.3 - 10.4
Туре	iMac, eMac, iBook, PowerBook, PowerMac G4 /
	G5 series, Mac mini
RAM	256MB (512MB or more recommended)
Virtual Memory	=
Display	1024 x 768 or more, more than 32,000 colors

Find Out How Easy It Is to Use



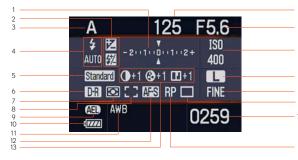






- 1. Wide focus frame
- 2. Spot AF frame
 - 8. Wireless flash 9. AE lock
- 3. Spot metering area 4. Local focus frame
- 5. Flash compensation 6. Flash mode
- 10. Focus indicator 11. Shutter speed
- 13. EV scale
- 14. Frames remaining counter 15. Camera shake warning
- 16. Super SteadyShot scale

LCD Monitor



1. EV scale

7. Metering

- 8. AF area 9. AE lock
- Exposure / Flash compensation
 Mode dial
- 4. Flash mode
- 6. D-Range Optimize
- 10. Battery remaining 11. White balance 12. Focus mode 13. Contrast / Saturation / Sharpness

14. Shutter speed

- 15. Aperture 16. ISO sensitivity
- 17. Image size 18. Image quality
- 20. Remaining no. of recordable images

21. Release priority

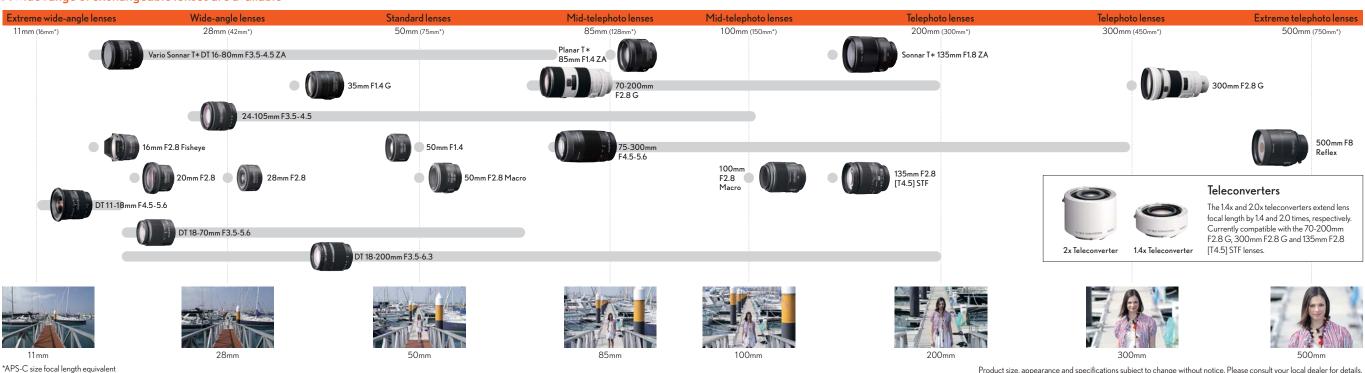
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Lens Specifications

Product Name	Model	Focal Length	Lens Groups /	Angle of View	Angle of View	Aperture	Min.	Min. Focus	Min. Focus	Max.		,	ax. diameter x length)	Approx. We	ight	Teleconverter	
		(35mm equiv.)	Elements	(35mm equiv.)	(APS equiv.)	Blades	Aperture	(m)	(ft.)	Magnification	(mm)	(mm)	(in.)	(g)	(oz.)	1.4x	2.0x
DT 11-18mm F4.5-5.6	SAL1118	16.5-27	12-15	-	104°-76°	7 (circular)	22-29	0.25	0.8	0.125	77	83 x 80.5	3-3/8 x 3-1/4	360	12-3/4	No	No
Vario Sonnar T* DT 16-80mm F3.5-4.5 ZA	SAL1680Z	24-120	10-14	-	83°-20°	7 (circular)	22-29	0.35	1.2	0.24	62	72 x 83	2-7/8 x 3-3/8	440	15-1/2	No	No
DT 18-70mm F3.5-5.6	SAL1870	27-105	9-11	-	76°-23°	7 (circular)	22-36	0.38	1.2	0.25	55	66 x 77	2-5/8 x 3-1/8	235	8-5/16	No	No
DT 18-200mm F3.5-6.3	SAL18200	27-300	13-15	-	76°-8°	7 (circular)	22-40	0.45	1.5	0.27	62	73 x 85.5	2-7/8 x 3-3/8	405	14-5/16	No	No
24-105mm F3.5-4.5	SAL24105	36-157.5	11-12	84°-23°	61°-15°	7 (circular)	22-27	0.5	1.6	0.18	62	71 x 69	2-13/16 x 2-11/16	395	13-15/16	No	No
70-200mm F2.8 G	SAL70200G	105-300	16-19	34°-12°30'	23°-8°	9 (circular)	32	1.2	4	0.21	77	87 x 196.5	3-1/2 x 7-3/4	1,340 w/o tripod mount	47-1/4	Yes	Yes
75-300mm F4.5-5.6	SAL75300	112.5-450	10-13	32°-8° 10'	21°-5° 20'	7 (circular)	32-38	1.5	4.9	0.25	55	71 x 122	2-13/16 x 4-13/16	460	16-1/4	No	No
16mm F2.8 Fisheye	SAL16F28	24	8-11 (1 filter element included)	180°	110°	7	22	0.2	0.7	0.15	4 types (internal)	75 x 66.5	2-15/16 x 2-5/8	400	14-1/8	No	No
20mm F2.8	SAL20F28	30	9-10	94°	70°	7 (circular)	22	0.25	0.8	0.13	72	78 x 53.5	3-1/16 x 2-1/8	285	10-1/16	No	No
28mm F2.8	SAL28F28	42	5-5	75°	54°	7	22	0.3	1	0.13	49	65.5 x 42.5	2-9/16 x 1-11/16	185	6-1/2	No	No
35mm F1.4 G	SAL35F14G	52.5	8-10	63°	44°	9 (circular)	22	0.3	1	0.2	55	69 x 76	2-3/4 x 3	510	18	No	No
50mm F1.4	SAL50F14	75	6-7	47°	32°	7 (circular)	22	0.45	1.5	0.15	55	65.5 x 43	2-9/16 x 1-11/16	220	7-3/4	No	No
50mm F2.8 Macro	SAL50M28	75	6-7	47°	32°	7 (circular)	32	0.2	0.65	1	55	71.5 x 60	2-13/16 x 2-3/8	295	10-3/8	No	No
Planar T* 85mm F1.4 ZA	SAL85F14Z	127.5	7-8	29°	19°	9 (circular)	22	0.85	2.8	0.13	72	81.5 x 72.5	3-1/4 x 2-7/8	560	19-3/4	No	No
100mm F2.8 Macro	SAL100M28	150	8-8	24°	16°	9 (circular)	32	0.35	1.2	1	55	75 x 98.5	3 x 4	505	18	No	No
Sonnar T* 135mm F1.8 ZA	SAL135F18Z	202.5	8-11	18°	12°	9 (circular)	22	0.72	2.4	0.25	77	88.5 x 115	3-1/2 x 4-5/8	1050	37	No	No
135mm F2.8 [T4.5] STF	SAL135F28	202.5	6-8 Internal APD filter (2 elements, 1 group) included	18°	12°	9 (auto aperture) 10 (analog aperture)	31 [T32]	0.87	2.85	0.25	72	80 x 99	3-1/8 x 3-7/8	730	25-3/4	Yes (manual focus only)	Yes (manual focus only)
300mm F2.8 G	SAL300F28G	450	12-13 (1 filter element included)	8°10'	5° 20'	9 (circular)	32	2	6.6	0.18	42 (exclusive)	122 x 242.5	5-1/16 x 9-3/8	2,310 w/o tripod mount	81-1/2	Yes	Yes
500mm F8 Reflex	SAL500F80	750	5-7 (1 filter element included)	5°	3° 10'	-	8 (fixed)	4	13	0.13	42 (exclusive)	89 x 118	3-5/8 x 4-3/4	665	23-7/16	No	No
1.4x Teleconverter	SAL14TC	-	4-5	-	_	-	-	-	-	-	_	64 x 20	2-1/2 x 13/16	170	6	No	No
2x Teleconverter	SAL20TC	-	5-6	-		-	-	-	-	-	-	64 x 43.5	2-1/2 x 1-11/16	200	7-1/16	No	No

Lens Performance

$\label{eq:Awide} A \ wide \ range \ of \ exchangeable \ lenses \ are \ available$



100mm F2.8 Macro

This macro lens allows you to shoot at 100% life-size with a greater working distance to improve freedom and flexibility for framing. Employing a doublefloating construction, this lens promises enhanced descriptive fidelity of minute details. The large focus ring facilitates subtle adjustments in manual, while a focus hold button and focus range limiter guarantee excellent usability in AF mode.

Reflex Lens



500mm F8 Reflex

This remarkable lens is the result of a revolution in the complementary development of auto-focus sensors and mirror lens systems. Another advantage of the reflective optics construction is the elimination of the chromatic aberrations that can appear with refracting lenses. More importantly, the reflex system delivers excellent convenience and portability, since it makes the lens a mere 118mm (3-3/4 in.) long.

Carl Zeiss and Sony G Lenses for Optimum Imaging Quality









Experience the World of α to the Fullest

Three new lenses by the world-famous Carl Zeiss and another three specially crafted for the Sony G series have been added to the $oldsymbol{\alpha}$ lens lineup. Designed to the highest optical standards, they offer outstanding clarity, color fidelity and contrast, with lifelike background defocusing that adds depth and interest to your photos. Together, these additions to the α lens lineup promise to bring a new dimension in emotion and expressiveness to your α 100 shooting experience.

Enhancing the Power of Expression

DSLR-A100 Accessories

Flash/Macro Flash/Ring Light

High output, multi-function lighting unit compatible with external battery adaptors

 \cdot Guide No. 56* bright output

Supplied accessory: Case, Mini-stand

HVL-F56AM

Easy-to-carry compact design

• Guide No. 36* bright output and compact size · Supplied accessories: Case, Mini-stand, wide panel

HVL-F36AM

In meters at 85mm and ISO 100



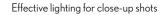




Flexible lighting to help capture perfect macro shots

 \bullet Guide No. 24* (two lights together), 17 (one light only) * In meters at ISO 100

Macro Twin Flash Kit HVL-MT24AM



Ring Light HVL-RLAM



Battery & AC Adaptor/Charger

Extra batteries for extended shooting

• Power voltage/capacity: 7.2V/11.5Wh (1,600mAh) Note: Battery Pack NP-FM50 and FM30 cannot be used with α 100.

Rechargeable Battery Pack NP-FM55H



Quick recharge for NP-FM55H

Actual recharge time of NP-FM55H with AC-VQ900AM is about 70 minutes.
*Input AC power 100-240V, 50/60Hz compatible. Can be used

overseas. Plug adaptors may be necessary in some regions.

AC Adaptor / Charger

Accessory Kit

ACC-AMFM

Includes Soft Carrying Case LCS-AMSC30, Rechargeable Battery Pack NP-FM55H, and lens cleaning cloth.



Memory Stick

Memory Stick PRO Duo

Record and share your images

MEMORY STICK PRO Duo







MEMORY STICK PRO Duo HIGH SPEED MAGICGATE





System Chart



Accessories NP-FM55H FDA-A1AM









