

SONY Creators line-up

Take the next step on your creative journey and explore Sony's content creation tools.

Find the camera which best suits your needs based on your shooting style, your preferences and the results you want to achieve.



BUY ZV-SERIES CAMERA AND SAVE UP TO 100€ ON CONTENT CREATION ACCESSORIES*

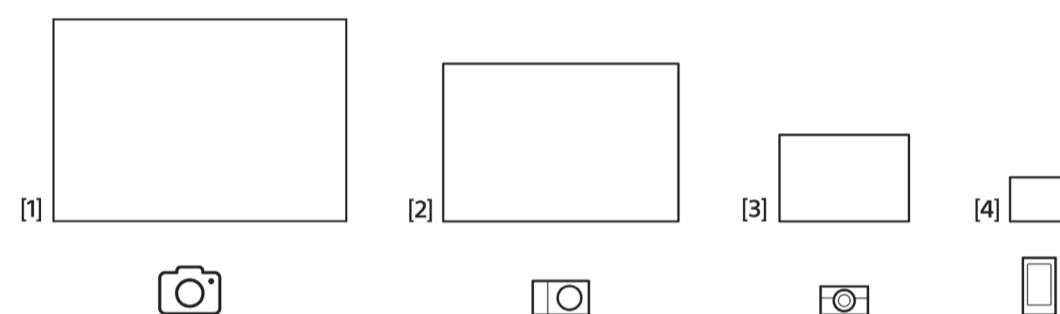
SENSOR SIZE

WHY SENSOR SIZE MATTERS?

The larger the sensor, the larger your pixels. Larger pixels mean that you can collect more light which results in less-noisy and greater dynamic range (details in the highlights and the shadows). Also, larger pixels give a blurry background that creates a depth in the image.

Larger sensor size is the reason why you will get a better result from e.g. a 12-megapixel APS-C camera than from a 12-megapixel smartphone camera.

[1] Full-frame [2] APS-C [3] 1.0-type [4] 1/2.3-1/3.4-type



DESIGNED FOR CLEAR AUDIO

Indoors or outdoors, Sony cameras are designed to capture your voice clearly no matter where you're shooting. The built-in Directional **3-Capsule Mic** collects sound from the front area of the camera, giving you high quality audio, so you can put your energy into creativity, instead of worrying about the sound while recording.

CLEAR SOUND RECORDING EVEN IN THE WIND

ZV-series come with a wind screen that reduces wind noise when you're shooting outdoors. Just attach the wind screen for worry-free shooting, and you won't have to adjust noise levels after shooting.



PERFECT FOR STREAMING

Most live streaming solutions involve webcams that compromise image quality. Give your content a chance to stand above the competition with Sony - our cameras make your content more pleasing to watch for better audience satisfaction.



SONY CREATORS' CLOUD PLATFORM

Creators' Cloud is a platform that supports creative work from shooting to production by combining advanced Sony camera technology with cloud-based AI. It's also a place for discovery and collaboration with other creators around the world. Explore web, mobile, and PC-based apps providing efficient solutions that integrate cameras with shooting and production apps and services.



*T&C apply. Reach out your local dealer for more information

ZV-SERIES DEDICATED CONTENT CREATION FEATURES

BOKEH

ONE-TOUCH FOR PROFESSIONAL BACKGROUND

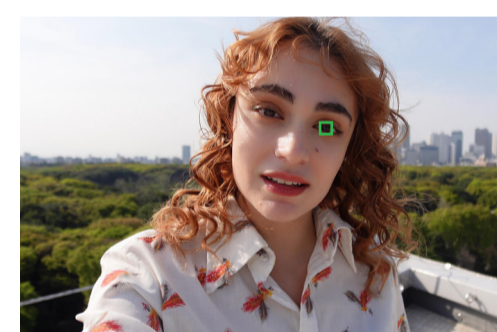
There's no need for complicated manual adjustments - just press a single button to turn background blurring (bokeh) on and off. Select "Defocus" for a professional-looking blurred background to draw attention to the main subject, or "Clear" to show the entire scene in sharp focus.



EYE AUTO FOCUS

LET THE CAMERA CATCH YOUR EYE

With AI technology you can rely on the autofocus sticking firmly to your face and eyes without wandering to other subjects. When you want to focus on another subject, just touch it on the screen and let the camera do the focusing.



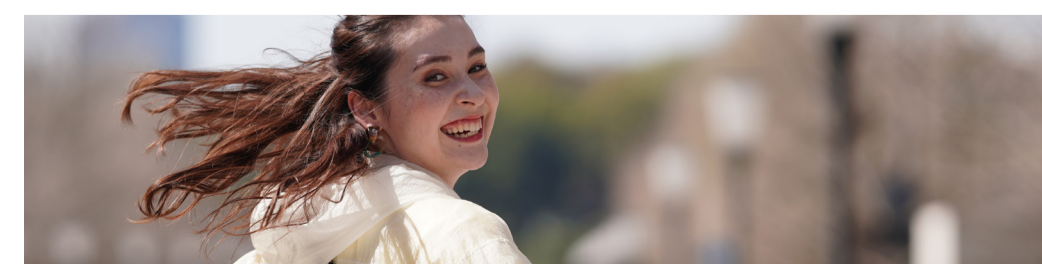
FOCUS TRANSITION

With the ZV-series, focus speed can be customised to fit the mood, for a more impressive look.

ACTIVE MODE IMAGE STABILISATION

HIGH-QUALITY VIDEO EVEN WHEN YOU'RE MOVING

Shaky footage can ruin the best of vlogs, but the ZV-series cameras are built to let you capture great footage even while you're walking and shooting handheld. Active Mode helps to minimise camera blur, giving you steadier shots without the need for any post-shoot editing.



PRODUCT SHOWCASE

IDEAL FOR PRODUCT-REVIEW VIDEOS

Using SONY'S special designed product showcase button, allows you to switch to settings perfect for product reviews. It widens the angle of view and automatically switches the focus to the object in front of the camera. No need to wait for the focus to shift or place your hand behind the product.



AI-BASED AUTO FRAMING

AUTOMATICALLY ADJUST THE FRAMING TO HIGHLIGHT YOUR MAIN SUBJECT

Using AI-based subject recognition technology, the Auto Framing feature automatically crops the frame to keep the subject in a prominent position when shooting movies. Even though the camera is mounted on a tripod, framing is continually adjusted so that recorded footage looks like the subject was being followed by an experienced camera operator.



Available only on ZV-E1



CINEMATIC VLOG SETTING

ADD A DRAMATIC TOUCH

Just tap the screen to turn everyday moments into cinematic imagery, all without post-production editing. With the Cinematic Vlog Setting, the camera automatically shoots in a Cinemascope aspect ratio at 24 fps - the film industry standard.



CREATIVE LOOK

IMPRESSIVE COLOURS TO MATCH YOUR STYLE

Shoot beautifully coloured images from the get-go without worrying about editing. With CREATIVE LOOK feature choose from 10 available presets for pro-level footage that matches the scene and your style.



CREATIVE STYLE

ADD ARTISTIC EFFECTS

You can switch up your colour to create a variety of artistic effects. Just change the setting of Creative Style, or choose from seven different visual effects using Picture Effect modes.

S-LOG3

SUPPORT FOR CREATIVE-LOOKING COLOUR TONES

S-Log3, used in other high-end Alpha series cameras, for a more creative colour tone. With post-production editing on a PC, S-Log3 allows a wide dynamic range for greater control over final colours.

SLOW & QUICK MOTION

SLOW OR SPEED AT THE TOUCH OF A BUTTON

Capture those touching moments in slow motion or ramp up the energy for dramatic scenes - all without any editing. With ZV-series cameras, you can adjust the footage speed just by pressing the S&Q button.



SONY
THE CHOICE OF CREATORS



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COMPLEXITY LEVEL

BASIC

ADVANCED

ACCESSORIES

CAMERA HIGHLIGHTS	ZV-SERIES		ALPHA LINE		
	ELEVATE YOUR CONTENT CREATION	ALL-IN-ONE CONTENT CREATION MADE EASY	EASY PROFESSIONAL LOOKING CONTENT	ULTIMATE CONTENT CREATION EXPERIENCE	
YOUR FIRST CONTENT CREATION CAMERA Easy-to-use and with dazzling image quality. Ideal upgrade from mobile phone. Perfect for: quick and short creation, live-streaming and effortless sharing.	DESIGNED FOR CREATORS TO LOVE ZV-1 & ZV-1 II is an ideal all-round content creation camera. Compact and portable, it features a wide-angle zoom lens for versatile framing, a 1.0-type image sensor for great image quality, and an intelligent microphone for clear audio recording. Perfect for: content creation outside, compact studio setup, on-the-go and live-streaming.		NEXT LEVEL CONTENT CREATION Next level 4K quality, creative looks, slow motion footage and endless creativity with 60+ compatible Sony lenses available for this camera. Perfect for: intermediate creators, travelers, hybrid shooters (video/photo).		
DESIGNED FOR DEMANDING CONTENT CREATORS Cinematic content creation. Featuring a full-frame sensor capable of 4K 60p recording, AI-based autofocus with multiple object recognition, professional audio quality, and more. Perfect for: advanced content creators.					
CAMERA MODEL	ZV-1F	ZV-1	ZV-1 II	ZV-E10	ZV-E1
SENSOR	13,2 x 8,8 mm 1.0-type Exmor RS CMOS / 20.1 MP	13,2 x 8,8 mm 1.0-type Exmor RS CMOS / 20.1 MP	13,2 x 8,8 mm 1.0-type Exmor RS CMOS / 20.1 MP	23,6 x 15,6 mm APS-C type Exmor CMOS / 24.2 MP	36 x 24 mm Full-frame Exmor R CMOS / 12.1 MP
MOUNT/LENS	Fixed 20mm F2.0	Fixed 24-70mm F1.8-2.8	Fixed 18-50mm F1.8-4.0	Interchangeable 70+ compatible lenses	Interchangeable 70+ compatible lenses
EYE AUTO FOCUS	Contrast AF (Human)	Real-time tracking (Human)	Real-time tracking (Human/Animal)	Real-time tracking (Human/Animal)	Real-time tracking (Human/Animal/Bird/Car/Train/Airplane/Insect)
BOKEH SWITCH	Yes	Yes	Yes	Yes	Yes
PRODUCT SHOWCASE	Yes	Yes	Yes	Yes	Yes
CINEMATIC VLOG SETTING	No	No	Yes	No	Yes
LOOK	Creative Look	Creative Style	S-Cinetone, Cine Vlog, Creative Look	Creative Style	LUT, S-Cinetone, Cine Vlog, Creative Look
LOG SHOOTING MODE	PP / S-Log3, S-Log2	PP / S-Log3, S-Log2	PP / S-Log3, S-Log2	PP / S-Log3, S-Log2	Flexible ISO / S-Log3
IMAGE STABILIZER	Digital (Active)	Optical / Digital (Active)	Digital (Active)	Digital (Active)	Optical / Digital (Dynamic Active/ Active)
SLOW & QUICK MOTION	Yes	No	No	Yes	Yes
VIDEO QUALITY	4K 30p/FHD120p 4K	4K 30p/FHD120p 4K	4K 30p/FHD120p 4K	4K 30p/FHD120p 4K	4K 120p/FHD240p 4K
MICROPHONE	3-capsule Mic	3-capsule Mic	3-capsule Mic / Changeable directivity	3-capsule Mic	3-capsule Mic / Changeable directivity
WI-FI/STREAMING	2.4GHz / (IE Webcam)	2.4GHz / (IE Webcam)	2.4GHz / (IE Webcam)	2.4GHz / UVC&UAC	2.4GHz & 5GHz / UVC&UAC
BATTERY/STAMINA	X-battery / 60 min.	X-battery / 45 min.	X-battery / 45 min.	W-battery / 80 min.	Z-battery / 95 min.
AWARDS		EISA AWARD 2023-2024 Best Product VLOGGING CAMERA Sony ZV-1 TIPA WORLD AWARDS	Launched in 2023	EISA AWARD 2023-2024 Best Product VLOGGING CAMERA Sony ZV-E10 TIPA WORLD AWARDS	EISA AWARD 2023-2024 Best Product CONTENT CREATOR CAMERA Sony ZV-E1 TIPA WORLD AWARDS

* Best photo innovation: Sony Real-time Tracking technology.

ALPHA LINE

IMAGINATION IN MOTION

FULL-FRAME MOVIE EXPRESSION

Extreme full-frame movie performance including high sensitivity (ISO up to 409600), 15-stop wide dynamic range, 4K 120p, fast and dependable autofocus, and extra-strong image stabilisation, the α7S III again raises the bar for movie makers.
Perfect for: shooting in dark environments and videography.



Exmor R BIONZ XR 5-axis SteadyShot INSIDE 4K HDR


EISA AWARD 2023-2024 Best Product PHOTO/VIDEO CAMERA Sony α7S III
TIPA WORLD AWARDS

CINEMA LINE

LEAP INTO THE WORLD OF FILMMAKING

DESIGNED FOR VISUAL STORYTELLING

The FX30 captures stunning images with 6K oversampling and a true cinematic look. Its compact size lets you take it anywhere, and sophisticated AF and stabilisation features let you concentrate on composition, not the complexity of crews and rigging.
Perfect for: advanced content creators, professionals.



Exmor R BIONZ XR 5-axis SteadyShot INSIDE 4K HDR




MICROPHONES & WIRELESS GRIP

ECM-G1
Entry shotgun mic.
Perfect for ZV-1F, ZV-1, ZV-1 II, ZV-E10.



ECM-B10 or ECM-B1M
Professional shotgun mic.
Perfect for ZV-E10, ZV-E1, FX30, α7S III.



ECM-M1
Shotgun mic with 8 audio recording modes.
Perfect for ZV-E1, FX30, α7S III.



ECM-S1
Wireless streaming and podcast mic.
Perfect for Sony camera and any mobile device or computer.



ECM-W3 or ECM-W3S
Wireless mic system for interviews and travels.
Perfect for all cameras.




GP-VPT2BT
Wireless remote shooting grip.
Perfect for all cameras.






APS-C LENSES


E 11mm F1.8
Ultra wide prime.
Perfect for ZV-E10.



E 15mm F1.4 G
Wide prime.
Perfect for ZV-E10.




E PZ 10-20mm F4 G
Ultra-wide power zoom.
Perfect for ZV-E10.




FULL-FRAME LENSES

FE 20-70mm F4 G
Standart zoom.
Perfect for ZV-E1.



FE 20mm F1.8 G
Wide prime.
Perfect for ZV-E1.



FE PZ 16-35mm F4 G
Wide power zoom.
Perfect for ZV-E1.

