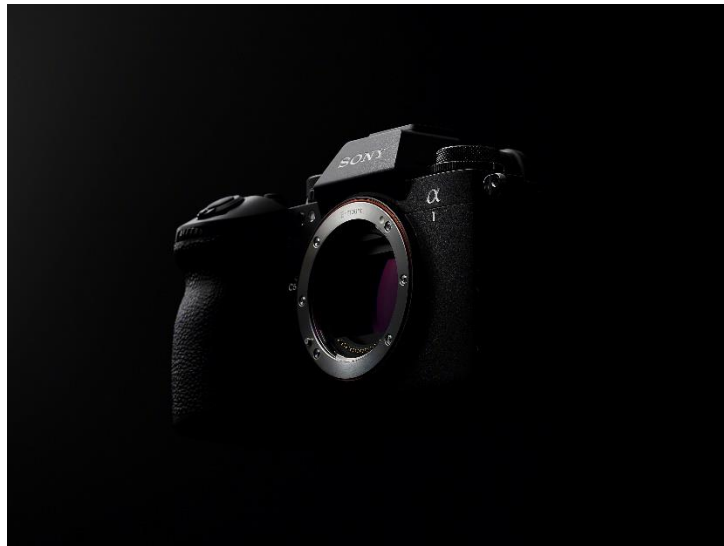




Press Release

Sony Electronics Announces Second-Generation Flagship Alpha™ 1 II Full-Frame Camera

A Combination of High-Resolution, Speed, and AI Recognition Designed for a Variety of Professional Applications



Hong Kong, November 20, 2024 – Sony introduces the second-generation [Alpha™ 1 II](#), a new flagship full-frame mirrorless interchangeable lens camera powered by Sony's latest AI processing unit. The camera features an approximate effective 50.1 MP (megapixel) resolution sensor, up to 30 fps (frames-per-second) blackout-free continuous shooting with AF/AE tracking¹, an anti-distortion shutter, and improved image clarity at mid-to-high sensitivities. The AI processing unit brings advanced AI-based subject recognition performance and features including a new “Auto” mode which can detect a wide variety of subjects. In addition, the Alpha 1 II also inherits innovations from the Alpha 9 III, including Pre-Capture of up to one second², and an improved ergonomic design. The camera maintains a lightweight form factor of approximately 743 grams (1 lb, 7.3 oz)³ for usability in a variety of professional scenarios.

High-Resolution, Speed, and AI Combination

The Alpha 1 II produces high-resolution images with a wide dynamic range through the combination of the full-frame Exmor RS® stacked CMOS sensor with approx. 50.1 effective MP resolution and the latest BIONZ XR® image processing engine. The camera delivers high-resolution images even in APS-C crop mode, capturing approximately 21 effective MP.

The camera offers blackout-free high-speed continuous shooting with AF/AE tracking at up to 30 frames per second⁴, which can track complex movements with AF/AE calculations at up to 120 times per second⁵. The camera also includes the highly requested Pre-Capture function, which allows images to be captured up-to one second before the shutter button is pressed⁶, and the Continuous Shooting Speed Boost that can temporarily change the burst shooting speed.

In addition, Real-time Recognition AF has been added to the latest Alpha 1 II with the addition of the AI processing unit. This technology maintains focus on subjects, including a human pose estimation that instantly recognises a person's head and torso, as well as accurately tracks animals, birds, insects, and vehicles. The Alpha 1 II introduces the latest evolution to Real-time Recognition AF with a newly added “Auto” feature that allows the camera to automatically recognise the subject target without specifying a subject mode⁷.



Stable Shooting with Reduced Distortion and Noise

To support the need for high-performing speed required by many professionals, the Alpha 1 II features an anti-distortion shutter that enables shooting with reduced distortion. The low noise performance at mid- to high-sensitivity, which is highly requested by professional photographers, has also been improved through tuning, allowing you to capture images with less noise and clear backgrounds even in indoor sports where a high shutter speed is required.

Additionally, the Alpha 1 II has impressive improved optical image stabilization of up to 8.5 stops (center) and 7.0 stops (periphery)⁸ when shooting still images, as well as a newly supported Dynamic active Mode for video shooting⁹.



Comfortable Operability and Highly Responsive Workflow

The camera features a 3.2-type LCD monitor with a highly requested 4-axis multi-angle that can be freely adjusted to any angle. This second-generation camera body has improved ergonomics compared to the original Alpha 1, including thoughtful design updates to the grip, position of the shutter button, and evolved custom buttons.

The Alpha 1 II includes a new deep-type padded eyepiece cup (model FDA-EP21) accessory for additional viewing support. A standard eyepiece comes attached to the camera by default but can be swapped with the deep pad option based on the user's preference.

For additional battery support, the Alpha 1 II comes with the BC-ZD1 Dual-Battery Charger that rapidly and stably charges two Z batteries (model NP-FZ100) simultaneously in 155 minutes to full charge¹⁰. In addition, the VG-C5¹¹ compatible vertical grip offers additional ergonomic support with additional battery performance for extending shooting needs.



FDA-EP21



BC-ZD1

For professionals seeking a quick, real-time image transfer solution, the Alpha 1 II supports 2.5GBASE-T via wired LAN. This high level of connectivity dramatically improves workflows from data transfer to content creation and distribution, increasing the work efficiency of professionals.

Additionally, captured data can be automatically transferred to Adobe Lightroom™ or Google Drive™ via Sony's cloud storage service, Creators' Cloud¹². This makes editing work after shooting even more convenient.

Environmentally Conscious Packaging

To prioritise sustainability, this model's packaging is entirely free of plastic, marking the first Alpha series camera (excluding ZV-series) to use Sony's Original Blended Material – a unique mix of bamboo, sugarcane, and recycled paper¹³.

Availability

The **Alpha 1 II** will be available from 13 December 2024 at HK\$48,990. And the Eyepiece Cup for Alpha Cameras (FDA-EP21) will be available from December 2024 at HK\$140.

Order Now

From 10 am on 20 November to 12 December 2024, the **Alpha 1 II** is available for pre-order at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers ordering will enjoy the following special offers:

Model	Retail Price	Premium	Special Offers
Alpha 1 II (Body Only)	HK\$48,990	- CEA-G Series CFexpress Type A 160GB Memory Card CEA-G160T (worth HK\$2,890) - CFexpress Type A / SD Card Reader MRW-G2 (worth HK\$959)	- Extra HK\$2,799 for CEA-G Series CFexpress Type A 320GB Memory Card CEA-G320T (original price HK\$4,990) - Extra HK\$1,990 for vertical Grip VG-C5 (original price HK\$2,990) - Extra HK\$39,990 for FE300mm F2.8GM OSS lens SEL300F28GM

			(original price HK\$46,990)
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Alpha 1 Price Change

On 20 November 2024, following the launch of Alpha 1 II, the new price of Alpha 1 will be **HK\$42,990** (original price HK\$49,990).

A product video on the new Alpha 1 II can be viewed [here](#).

For detailed product information about the Alpha 1 II, please visit [here](#).

For detailed product information about the FDA-EP21 eyepiece cup, please visit [here](#).

For detailed product information about the BC-ZD1 Dual Battery Charger, please visit [here](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

¹ When using electronic shutter. Sony test conditions. Maximum continuous frame rate may be lower in some shooting conditions. Continuous shooting speed may vary depending on the lens used in AF-C focus modes. Visit Sony's support web page for lens compatibility information.

² Maximum pre-capture time may be less in some situations. High continuous shooting speeds can cause an increase in camera temperature. Pre-capture may be limited to protect the device in high ambient temperature conditions.

³ Including a battery and standard media card.

⁴ When using electronic shutter. Sony test conditions. Maximum continuous frame rate may be lower in some shooting conditions. Continuous shooting speed may vary depending on the lens used in AF-C focus modes. Visit Sony's support web page for lens compatibility information.

⁵ At shutter speeds of 1/125 sec. or higher. May be less depending on shooting conditions and the lens used.

⁶ Maximum pre-capture time may be less in some situations. High continuous shooting speeds can cause an increase in camera temperature. Pre-capture may be limited to protect the device in high ambient temperature conditions.

⁷ When Auto is selected the camera will normally recognise the subject type automatically, but the wrong type may be selected in some situations. In such cases manually selecting the intended subject type may solve the problem.

⁸ CIPA 2024 standards. Pitch/Yaw/Roll compensation. FE 50mm F1.2 GM lens. Long exposure NR off.

⁹ Dynamic Active Mode is not available when shooting in 8K or at frame rates of 120 fps or higher.

¹⁰ Simultaneous two-battery charging requires a USB PD (30 W min.) compatible power and cable (3 A min.) The CHARGE lamp will turn off when battery charge level exceeds 90% (operational charge). Continue charging for another 30 minutes to achieve a full charge. Actual performance varies based on settings, environmental conditions, and usage.

¹¹ The VG-C5 vertical grip is sold separately.

¹² Priority settings in the Creators' Cloud mobile application "Creators' App" or "Creators' Cloud Web" is necessary. Creators' Cloud may not be available in all regions.

¹³ Not including materials used in coatings and adhesives.