DSLR-A300
Digital Single Lens Reflex Camera (body)

DSLR quality with point-and-shoot simplicity. The α (alpha) DSLRA300 links you and your subject with Live Preview on a large 2.7” LCD monitor, for point-and-shoot simplicity — with ultra-quick AF response, 10.2 MP quality and in-camera Super SteadyShot® image stabilization that works with Sony, Carl Zeiss® and Minolta a-mount lenses.

- **10.2 MP CCD**
  Superb image quality gives you great DSLR shots right from the start, with a large APS-size CCD imager developed by Sony to expand dynamic range, and minimize noise more effectively for clear, sharp photos even at high sensitivity setting (up to ISO 3200).

- **Live Preview of Your Subject**
  The DSLRA300’s Live Preview mode links you and your subject on a large 2.7” LCD screen, for a familiar point-and-shoot style — with super-quick AF response and accurate exposure control to help you catch the perfect moment. In Live Preview mode, the camera bypasses the optical pentaprism mirror to create a live “eye-to-eye” view of loved ones, children, pets and fast-changing scenes.

- **Tilted 2.7” Clear Photo LCD Plus™ Screen**
  A large built-in screen with 2-way angle tilt provides a sharp, clear view of your subject and tilts up or down for low-angle or high-angle monitoring in situations where you want a child-level or overhead shot.

- **Continuous Shooting While Viewing**
  The DSLRA300 lets you shoot continuous at speeds up to 3 fps with viewfinder and up to 2 fps in live view mode, so you never lose track of the action. In JPEG mode, you can shoot up to the limit of your flash memory card; in RAW Burst Mode you can capture up to 6 shots, with intelligent buffer management to allow more shots to be captured without waiting for the buffer to clear.

- **Smart Teleconverter 2X Zoom**
  At the touch of a button you can zoom in electronically on your subject, reproducing pixels on a 1:1 basis with no degradation in picture quality. One touch zooms in at 1.4X, the second touch advances to 2X zoom — creating the 35mm equivalent of a 200mm telephoto effect with the DSLRA300’s standard 18-70mm zoom lens.

- **Expanded ISO Sensitivity**
  A broad sensitivity range from ISO 100 to ISO 3200 enables the DSLRA300 to capture beautiful color images even in very dim light — with High ISO Noise Reduction technology that reduces picture noise artifacts at high-sensitivity ISO 1600 and ISO 3200 settings by eliminating noise from RAW data after analog-to-digital conversion.

- **Super SteadyShot® In-Camera Image Stabilization**
  Because image stabilization is built into the DSLRA300, every lens benefits by an advantage of from 2.5 to 3.5 exposure steps. This allows you to shoot effectively with minimum blur even in low light without flash — or adjust exposure control for smaller lens aperture, to increase depth of field and bring both foreground and background into sharp focus.

- **Bionz™ Image Processor**
  The “brain” of the α (alpha) DSLRA300 is the advanced Sony Bionz™ Image Processor, using hardware-based Large Scale Integrated (LSI) circuitry to enhance images with rich tonal reproduction, improved white balance and exposure control, and expanded Dynamic Range Optimizer capabilities. With 2-channel data transfer from CCD to processor, your camera can also respond faster.

- **1200-zone Evaluative Metering5**
  Exposure information from the image sensor dedicated to Live View is divided into 1200 zones of luminance and RGB color information. In addition Dynamic Range Optimizer technology contributes to judge the scene and then determine the optimum exposure to reproduce images with a more natural look.

- **Dynamic Range Optimizer**
  To improve results with backlit subjects and recover details hidden in shadows or lost in glare, the DSLRA300 provides Dynamic Range Optimizer at two levels: Normal DRO, to improve 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.

- **Anti-Dust Technology**
  Changing lenses in a DSLR can allow dust to enter the camera — so to keep the CCD imager cleaner for better pictures, the DSLRA300 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.

- **Auto Pop-Up Flash**
  The camera flash automatically pops up and fires when needed, to help first-time DSLR photographers shoot more effectively. Auto Pop-up works in Auto mode and some scene selection modes; Flash is cancelled in Landscape, Sport or Sunset modes and in “Flash Off” position on the Exposure Mode dial.

- **Eye-Start Autofocus System**
  It begins precision autofocus adjustments the moment you raise the camera to your eye — so unlike some DSLR cameras that don’t start focusing until the shutter button is half-pressed, the Sony DSLRA300 never slows down your ability to catch fast action.

**ADDITIONAL FEATURES**
- 9-Point Center Cross AF Sensor
- Scene Selection Modes
- Creative Style Settings
- Index and Slide Show Display
- High-Resolution Thumbnails for PhotoTV HD Viewing 6
- Function Guide Display
- Stamina & Battery Power
- High-Capacity Media Options
- Advanced Lenses and System Accessories
Specifications

General

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

Convenience

- White Balance: Auto plus 8 Modes (Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash, Color Temperature/Color filter, Custom), each with +/-3 adjustable step.
- Self Timer: Yes (10 seconds, 2 seconds, Off)
- Red-Eye Reduction: On/Off (all modes)
- Burst Mode: Max 3FPS with viewfinder. 2FPS in live view mode. Shooting Capacity: JPEG (L size, Fine): Until memory card is full. RAW: 6 frames. RAW + JPEG: 3 frames.
- Color Mode(s): Standard, Vivid, Portrait, Landscape, Night view, Sunset, Black & White, Adobe RGB (Except for Adobe RGB, all other color modes use the sRGB color space)

Convenience Features

- Histogram Display: Yes - RGB, playback only
- AF Illuminator Light: Yes, On/Off Select
- Multi-Pattern Measuring: 40 Segment, Center Weighted, Spot
- Clear RAW NR: N/A
- Scene Mode(s): Portrait, Landscape, Sunset, Night View/ Night Portrait
- Movie Mode(s): N/A
- Live View: Yes

Inputs and Outputs

- USB Port(s): Yes, Supports USB 2.0 Hi-speed
- Output(s): Video: Yes, NTSC / PAL Selectable

Hardware

- LCD: Tiltable 2.7” TFT (230k pixels) LCD with Clear Photo™ design
- Viewfinder: Optical: TTL, 0.74x magnification with 50mm lens at infinity, 95% coverage
- Microphone: N/A

Operating Conditions

- Flash Effective Range: GN12 at ISO 100 (39 feet/ 12 meters)
- Flash Mode(s): Built-in Auto Pop-up: Auto, Fill flash, Rear flash sync, Slow Sync, High Speed Sync, Wireless remote camera flash (with Flash HVL-F56AM, F36AM)

Optics/ Lens

- Shutter Speed: 30 ISO:
  - Auto/100/200/400/800/1600/3200
- EV Compensation: ±2.0 EV, 1/3 EV Steps
- Lens Type: Interchangeable A-Mount

Power

- Battery Type: NP-FM500H Lithium-ion rechargeable battery
- Battery Capacity: 7.2V, 1600 mAh;
  - CIPA standard: approx. 740 pictures

Service and Warranty Information

- Limited Warranty Term: 1 Year Parts & Labor

Software

- Supplied Software: Image Data Converter SR ver.2.0, Image Data Lightbox SR ver.1.0, (all Windows & Macintosh), Picture Motion Browser Ver.2.1.02 (Windows only)

Operating System Compatibility:

- Windows: Professional, ME, XP Home and Professional; Macintosh: OS X (v 10.3 or later)
- OS must be installed at the factory.

Processor

- BIONZ™ Engine: Yes (LSI with Dynamic Range Optimizer (DRO) / DRO+ /)

Dimensions

- Weight: 1 lb. 4.5 oz (582g) body, not including battery, lens and media
- Measurements: (WHD) 5 1/4” x 4” x 3” (130.8 x 98.5 x 74.7 mm)

Supplied Accessories

- NP-FM500H rechargeable battery
- BC-V10 battery charger
- Video and USB cables
- Shoulder strap with eyepiece cap and Remote Commander clip
- Body cap
- Software/USB Driver CD-ROM
- NOTE: No Memory Stick media nor adaptors are included.

Optional Accessories

- Compact Flash Card (NCFB1G)
- External Flash (HVL-F56AM)
- External Flash Unit (HVL-F42AM)
- M Series Lithium Battery (NP-FM500H)
- Vertical Grip (VG-B90AM)
- AC Adapter/Charger (AC-VQ900AM)

Color: Black

1: Viewable area, measured diagonally.
2: Continuous shooting while viewing is only available in optical viewfinder mode.
3: When using Optical Viewfinder. Actual results may vary based on product settings, usage patterns, battery and environmental conditions.
4: PhotoTV HD feature requires output via optional HDMS or optional HDMI HDMS Digital Photo Album with select Sony BRAVIA™ HDTV, each sold separately.
5: Live view mode only

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