

Sony Cybershot RX100 III



Not just any compact camera...THE compact camera. The third camera in the RX100 Trilogy offers users even more to play with. With a cracking pop-up viewfinder, amazing lens quality, not to mention the 1.0-Type CMOS Sensor and Full HD Movies, this is the perfect camera for those going out who "just want more"!

Rating: Not Rated Yet

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Manufacturer [Sony UK](#)

Description

Bright, wide angle ZEISS® Vario-Sonnar T* 24-70mm F1.8-2.8 lens

Clear, retractable OLED Tru-Finder™ with ZEISS® T* coating

20.1 effective megapixel back-illuminated 1.0-type Exmor R™ CMOS sensor and powerful BIONZ X processor

50 Mbps high bit-rate Full HD movies with XAVC S support

LCD flips for easy selfies

4K still image output

Evolved manual controls and new custom button

Support for PlayMemories Camera Apps

20.1MP (effective) 1.0-type back-illuminated Exmor R CMOS sensor

See more detail with a bigger sensor. 20.1 effective MP 1.0-type Exmor R CMOS sensor ensures bright, clear detail in all your photos and video. You get four times better light capture with a back-illuminated sensor. By placing the metal wiring in the back, rather than the front, Sony's design creates a light-capturing area approximately four times larger than that of standard sensors.

BIONZ X image processing engine

The BIONZ X image processing engine incorporates sophisticated detail reproduction technology, diffraction reducing technology, and improved area-specific noise reduction while offering approximately three times more processing power than the previous BIONZ engine to enable faithful, realistic reproduction of high-definition details and textures in realtime.

ZEISS® Vario-Sonnar T* 24-70mm F1.8-2.8 lens

The RX100 III design features a versatile fixed lens of renowned ZEISS® quality. Up to 9 aspherical lens elements are used, among which two AA (advanced aspherical) lenses are cemented accurately to contribute to the downsizing of the whole lens unit while keeping the superb optical performance. The 24mm wide-angle gets more of the scene—ideal for architecture and landscapes, while the 70mm at a bright F2.8 is great for portraits, close-ups (30cm distance), and creative background blurring. The lens also features a built-in 1/8 ND filter that allows the exposure to be adjusted by 3-EV step equivalents to handle bright scenes. (Note: the 24-70mm specs are a 35mm equivalent).

Detail reproduction and diffraction reduction

Two new technologies bring out the full performance of sensor and lenses. Detail reproduction technology prevents the overemphasized outlines that plague most digital images. Diffraction reduction suppresses the effects of diffraction, which causes points of light to appear blurred especially at small aperture settings (large F-numbers). By taking the aperture setting into account, this technology faithfully restores clarity to points of light and other fine details, for beautiful landscapes, portraiture, and more.

Area-specific noise reduction

Area-specific noise reduction is now more powerful than ever. It selectively divides the image into areas based on patterns (such as edges, textures and evenly coloured areas like blue skies), and then applies the most appropriate noise reduction for each area to improve image quality, especially at high-sensitivity settings. Working together with Sony's detail reproduction, it gives supremely clear, detailed images.

Built-in electronic viewfinder (EVF)

Built into a camera body equal in size to the RX100 is an OLED Tru-Finder that enables faster, more accurate photo composition. The viewfinder is comprised of a high-contrast, high-resolution EL screen of approximately 1440k dots and features a ZEISS® T* coating that enhances clarity in the eyepiece optics. For stress-free shooting, an eye sensor allows instant shifting between the viewfinder and LCD screen.