DSLR quality with point-and-shoot simplicity. The α (alpha) DSLR-A300 links you and your subject with Live Preview on a large 2.7” LCD monitor, for point-and-shoot simplicity – with super-quick AF response, 10.2 MP quality and in-camera SteadyShot INSIDE™ 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 clearer, sharper photos even at high sensitivity setting (up to ISO 3200).

- Live Preview of Your Subject
  The DSLR-A300’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.

- Tiltable 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 DSLR-A300 lets you shoot continuously at up to 3 frames per second while you see your subject in the viewfinder, so you never lose track of the action. In PEG 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 DSLR-A300’s standard 18-70mm zoom lens.

- Expanded ISO Sensitivity
  A broad sensitivity range from ISO 100 to ISO 3200 enables the DSLR-A300 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.

- SteadyShot INSIDE™ In-Camera Image Stabilization
  Because image stabilization is built into the DSLR-A300, 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 Sony® α (alpha) DSLR-A300 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 D-Range Optimizer capabilities. With 2-channel data transfer from CCD to processor, your camera can also respond faster.

- 1200-zone Evaluative Metering
  Exposure information from the image sensor dedicated to Live View is divided into 1200 zones of luminance and RGB color information. In addition D-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 DSLR-A300 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 DSLR-A300 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 DSLR-A300 never slows down your ability to catch fast action.

- 9-Point Center Cross AF Sensor
  A fast focus motor and improved focus control help bring images into sharp definition more quickly, with predictive focus control that automatically calculates the position of a fast-moving subject.

ADDITIONAL FEATURES

- Scene Selection Modes
- Creative Style Settings
- Index and Slide Show Display
- High-Resolution Thumbnails for PhotoTV HD Viewing
- 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 3 FPS with optical viewfinder, 2FPS in live view mode., Shooting Capacity: JPEG (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)
Scene Mode(s): Portrait, Landscape, Sunset, Night View/ Night Portrait
Live View: Yes
Movie Mode(s): N/A

Convenience Features

Histogram Display: Yes - RGB, playback only
AF Illuminator Light: Yes/Off Select
Multi-Pattern Measuring: 40 Segment, Center Weighted, Spot
Clear RAW NR: N/A

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

Optics/Lens

Focus: Auto Focus: TTL Phase Detection, Multi-point: 9 Area, 8 Line, 1 Cross Sensor, Auto Focus Mode: Yes, Adjustable Spot AF: Selectable Sensor, Visual Focus Confirm: Direct via Spherical Acute Matte Screen
Shutter Speed: 1/4000 to 30 sec., Bulb
EV Compensation: ±2.0 EV, ±3 EV Steps
Lens Type: Interchangeable A-mount

Control

ISO: Auto/100/200/400/800/1600/3200

Power

Battery Type: NP-FM500H Lithium-ion rechargeable battery
Battery Capacity: 7.2V, 1600 mAh; CIPA standard: approx. 730 pictures with viewfinder, approx. 410 pictures in live view mode

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: Microsoft® Windows® 2000 Professional, ME, XP Home and Professional, Macintosh® OS X v10.3 or later. OS must be installed at the factory.

Processor

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

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 off camera flash (with Flash HVL-F56AM, F42AM)

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)

Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

Supplied Accessories

DT 18-70mm f3.5 Zoom lens (27 - 105 35mm eq)
NP-FM500H rechargeable battery
BC-VM10 battery charger
Video and USB cables
Shoulder strap with eye-piece cap and Remote Commander clip
Body cap
Software/ USB Driver CD-ROM

Optional Accessories

Compact Flash Card (NCFBU1G)
External Flash (HVL-F56AM)
External Flash Unit (HVL-F42AM)
M Series Lithium Battery (NP-FM500H)
Vertical Grip (VG-B30AM)
AC Adaptor/Charger (AC-VQ900AM)

Color: Black

UPC Code: 027242727038

Please visit the Dealer Source for more information at www.sony.com/dealersource