

Alpha – ILCE-6000 - PRODUCT INFORMATION DOCUMENT

Product announce date: 2/11/14, 08:00 pm PST

Product on shelf date:

MODELS (FAMILY-IN STEP UP ORDER)

Sony® α6000 (Alpha 6000) Mirrorless DSLR Camera (E-mount)

ALTERNATE NAME(S)

KIT VARIATION MODELS (FAMILY)

ILCE-6000B (black body only) (UPC: 027242878815)

ILCE-6000L/B (black body, includes black SELP1650 lens) (UPC: 027242878822)

CONSUMER FACING DESCRIPTION (40 CHARACTERS)-FEEDS ONTO FACT TAGS

Sony® α6000 Mirrorless DSLR

RETAIL-READY COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

PRODUCT HEADLINE

Clearly faster.

10 Words	Test your creativity with the premium mirrorless DSLR that's focused on speed.
25 Words	Test your creativity with the premium mirrorless DSLR that's focused on speed. Every artistic shot you take—from fast-action to candid—benefits from 24.3MP detail and the world's fastest auto focus ⁶ .
50 Words	Test the limits of your creativity with the premium mirrorless DSLR that's focused on speed. Every artistic shot you take—from fast-action to candid—benefits from 24.3MP detail and the world's fastest auto focus ⁶ . For capturing crucial moments that go by in a blink, the α6000 can shoot 11 photos in one second. It's compact and easy to use, too. Two quick-access dials let you change settings on the fly. Very intuitive.

RETAIL TOP THREE FEATURES (WITH HEADERS) (40 CHARACTER HEADER PLUS 130 CHARACTER SUPPORT COPY)

UTILIZED ON TILES FOR SONY STORES, WEBSITE, RETAIL DISPLAYS AND CRM ACTIVITIES; SHOULD BE ALIGNED WITH FACT TAG BULLETS IN ORDER OF PRIORITY WHEN POSSIBLE. HERO MODELS ONLY AND NO ACCESSORIES.

MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER AND AS SHORT AS POSSIBLE FOR USE IN SMALL SPACES AT RETAIL AND ONLINE. (MAX 3 BULLETS)

SHORT BULLETS / FACT TAG BULLETS (55 CHARACTERS)

FEEDS ONTO FACT TAGS FOR SELECT RETAILERS AND SHOULD BE COMPETITIVE GIVEN OTHER MANUFACTURER FACT TAG APPROACH.

KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER. (MAX 10 BULLETS) HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

1	All the quality in half the size & weight of other DSLRs	56
2	World's fastest auto focus ⁶ with 179 AF points and 11Fps	56
3	Capture life in high resolution with 24MP APS-C sensor	54
4	Instant sharing via smartphone with Wi-Fi® and NFC	50
5	Stunning low light photos with ISO range of 100-25600	53
6	Easy and intuitive controls help you shoot like a pro	53
7	Record Full HD 1080/24/60P video ³	33
8	What you see is what you get with an OLED Viewfinder	52
9	Convenient features: Tilt LCD, pop-up flash and MI shoe	55
10	Enhance your camera and creativity with Camera Apps	51

HOW TO SELL (FILLED OUT BY TRAINING TEAM UNDER G. SHILLING DIRECTION)-


KEY SELLING POINTS FOR TRAINERS TO QUICKLY AND EASILY DESCRIBE HERO BENEFITS.





1	
2	
3	
4	
5	





KEY FEATURE COPY



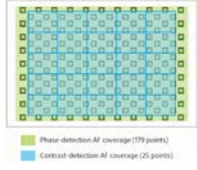
CONSUMER FACING KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFIT DRIVEN. IMAGE JPG CAN BE HERO IMAGE OF ASSOCIATED TECH FEATURE OR TECH ICON; DO NOT PUT LIFESTYLE IMAGES IN FEATURE AREA.

IMAGE FEATURE MARKETING DESCRIPTION AND SUPPORTING BULLETS
(35 CHARACTERS MAX) (350 CHARACTERS MAX)

#	Normal Headline	Short Headline	Feature	Asse Name	Asse
	All the quality in half the size & weight of other DSLRs		The α6000 is a super compact Mirrorless camera that's about half the size and weight of a typical DSLR, yet it has the same size APS-C image sensor as most DSLRs. The interchangeable lenses and E-mount system make the α6000 more versatile than almost any other camera on the market.		

	World's fastest auto focus⁶ with 179 AF points and 11Fps		Never miss the moment - the α 6000 captures 11fps frames per second in continuous shooting mode with AF (Auto Focus) tracking by making the most of the wide-area 179-point phase-detection AF sensor. Even when dealing with fast action the α 6000's superb moving-subject tracking performance ensures you get a great shot during still or video capture.		
	Capture life in stunning high resolution with 24MP APS-C sensor		Get incredible detail and gorgeous enlargements thanks to the newly developed 24.3 megapixel Exmor [®] APS HD CMOS image sensor. It's higher resolution than most DSLRs and adopts the same gapless on-chip lens structure as the α 7R for ultimate image quality and light sensitivity		
	Better Images through BIONZ[®] X processing		The new BIONZ [®] X image processor faithfully reproduces textures and details in real time via extra high-speed processing capabilities delivering true-to-life images - as seen by the naked eye. It enables greater natural detail, richer tonal gradations, lower noise and more realistic images whether you shoot stills or video.		
	Instant sharing via smartphone with Wi-Fi[®] and NFC		Sharing has never been so easy. Wi-Fi [™] connectivity allows you to control your camera with your compatible Smartphone or Tablet and the PlayMemories Camera Apps [™] . ⁵ Frame your image on your device's LCD and control the camera shutter. You can even transfer the images taken directly to your mobile device for quick editing and uploading - Connectivity has been simplified to one-touch utilizing NFC (near field communication). Simply touch the camera to the compatible NFC enabled device to connect.		

	Gorgeous slow light photos with ISO range of 100-25600		With 20% higher sensitivity than the NEX-7 due to the newly developed Exmor [®] CMOS sensor and BIONZ [®] X processor, you get stunning detail in in low light from ISO range 100 – 25000. And for an additional burst of light, the α6000 features a pop-up flash and a standard hot shoe for additional flash accessories.		
	Easy and intuitive controls help you shoot like a pro		Despite its small size, the α6000 gives you full DSLR control and immediate access to the functions you need to shoot like a pro. Two dials on top and a rear-mounted control wheel allow quick selection of shooting modes and camera settings. In addition to the Fn button, there's seven customizable buttons, which can be assigned any of 47 ⁴ functions.		
	Record Full HD 1080/24/60P video³		Make movie magic with Full HD 1920 x 1080 video in cinematic 24p, or capture fast action at incredible 60p and 60i frame-rates. ³ Made even easier with the α6000's 179 point AF (auto focus) system – tracking moving subjects is not a problem. Selectable in-camera – Blu-ray quality - AVCHD™ or simple and easier upload to the web - MP4 codecs are available. For serious videographers, uncompressed clean-screen video files to external recording devices is made possible via the HDMI [®] connection		
	What you see is what you get with an OLED Viewfinder		There's never been anything quite like the Tru-Finder™ OLED electronic viewfinder (EVF). The OLED EVF features a new optical system with four double aspherical lenses that deliver 100% frame coverage and a wide viewing angle (approx. 33°) for clear visibility from corner to corner dramatically improving visibility. View every scene in rich tonal detail and gradations on the high contrast 1.4M dot OLED EVF. The viewfinder faithfully displays what will appear in your recording, including the effects of your camera settings, so you can accurately monitor the results. There are many advantages to electronic		

			viewfinders, including the ability to display the effects of various camera settings before you take the picture, the use of MF Assist, Peaking function for fine-tuning focus and previewing shot		
	3.0" 921k dot LCD tilts for high and low angle framing		The tiltable 3.0" (921k dots) Xtra Fine™ LCD Display makes it easy to photograph over crowds or low to capture pets eye to eye by swinging up approx. 90° and down approx. 45°. Easily scroll through menus and preview life thanks to WhiteMagic™ technology that dramatically increases visibility in bright daylight. The large display delivers brilliant-quality still images and movies while enabling easy focusing operation.		
	Enhance your camera and creativity with Camera Apps		Personalize your camera by adding new features of your choice with PlayMemories Camera Apps™. Find apps to fit your shooting style from portraits, detailed close-ups, sports, time lapse, motion shot and much more. Use apps that shoot, share and save photos using Wi-Fi® Easily control your camera via smartphone. Post photos directly to Facebook or backup images to the cloud without connecting to a computer. ⁵		
	Fast Hybrid AF (Auto Focus) with 179 phase-detection points		Enhanced Fast Hybrid auto focus combines speedy phase-detection AF with highly accurate contrast-detection AF. Fast Hybrid AF has been accelerated through a new Spatial Object Detection algorithm, to achieve among the fastest autofocusing performance of any camera (0.06 second). First, 179 densely placed focal plane phase-detection AF points swiftly and efficiently move the lens to bring the subject into focus. Then contrast-detection AF with wide AF coverage fine-tunes the focusing in the blink of an eye.		
	Low light situations not a problem		Built-in pop-up flash in a compact camera body is perfect when an extra burst of light is needed to get the shot. Combine with high ISO		

			sensitivity - from 100 to 16000 ISO - to enable shooting in just about any setting.		
	New Eye AF control		Thanks to extremely accurate eye detection, faces will be sharply focused, as the camera can prioritize a single pupil - even when capturing a subject partially turned away from the camera and with a shallow depth of field -A green frame appears over the prioritized eye when focus has been achieved for easy confirmation. Eye AF can be used when the function is assigned to a customizable button, allowing users to instantly activate it depending on the scene.		
	4K Still image output by HDMI® or Wi-Fi® for viewing on 4K TVs		Your images have never looked so good. Enjoy Ultra High Definition slide shows directly from the camera to a compatible 4K television. The α6000 converts images for optimized 4K image size playback (8MP). Enjoy expressive rich colors and amazing detail like never before. Images can be viewed via an optional HDMI®.		

POSITIONING:

SONY® CAMPAIGN MANTRA

Be Moved.

CATEGORY HEADLINE















IMPORTANT PRODUCT INFORMATION

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION

TARGET INFORMATION: (TARGET AUDIENCE)	<ul style="list-style-type: none"> • Step-up users from compact DSCs. • Entry-level DSLR users who are replacing their came.
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET)	<ul style="list-style-type: none"> • Canon T5i • Nikon D5300 • Olympus E-P5 • Fujifilm XF1 • Panasonic GX7
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	<ul style="list-style-type: none"> • World's fastest AF performance*1 (0.06 sec.) • Wide-area 179-point focal plane phase-detection AF sensor • Superb quality due to newly developed 24.3-effective-megapixel (approx.) Exmor APS HD CMOS sensor and BIONZ X image processing • Highly intuitive operation thanks to an OLED Tru-Finder and two operation dials.
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	<p>Sony is introducing the α6000 in the growing interchangeable-lens digital camera market, where approx. 70% of users are newcomers, to acquire users considering purchasing an entry-level DSLR camera from a competitor. While most makers are striving to acquire new users by introducing mirror-less interchangeable-lens digital cameras, sales of these models remain flat in regions like Europe, the USA and China where many users claim to prefer the image quality, camera shape and viewfinder inclusion of traditional DSLR cameras. However, interchangeable-lens camera users do value compactness and light weight — two advantages of mirror-less interchangeable-lens cameras. The α6000 is designed to attract wide-ranging users who are considering purchasing an entry-level interchangeable-lens camera from a competitor. It should win them over by meeting their needs; offering astonishing image quality and AF performance that outshines existing entry-level DSLRs; providing the well-received design and operability of the NEX-7 and NEX-6 in a compact, lightweight body; and being available in the attractive \$600-799 range, which accounts for approx. 30% of the worldwide camera market.</p>

ADDITIONAL RESOURCES:

Technology Logos

Alpha logo	
24.3 Effective Megapixels	
Exmor	
BIONZ X	
Fast Hybrid AF	
11FPS	
OLED Tru-finder	
AVCHD	
Multi Interface Shoe	
Wi-Fi	
PlayMemories Camera Apps	
4k Still image	
Multi Terminal	
GPS	

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

FOOTNOTES

¹ Among interchangeable-lens digital cameras equipped with an APS-C image sensor as of February 12, 2014. Measured using CIPA internal measurement method with E PZ 16-50mm F3.5-5.6 OSS lens mounted, Pre-AF off and viewfinder in use.

² Not supported in some regions.

³ Records in up to 29 minutes segments.⁴ Some functions can only be assigned to certain buttons.

⁴ Some functions can only be assigned to certain buttons.

⁵ Requires an active 802.11 Wi-Fi® network (802.11n recommended) or PlayMemories Mobile™ app installed on compatible Android™ or iOS device. PlayMemories camera apps require download with existing Sony Entertainment Network account. Download available in all countries/areas where Sony Entertainment Network is available.

⁶ Among interchangeable-lens digital cameras equipped with an APS-C image sensor as of February 12, 2014, based on Sony research. Measured using internal method with E PZ 16-50mm F3.5-5.6 OSS lens mounted. CIPA guideline compliant.

TRADEMARKS

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*Logo mentions need to be included if logo shown or listed in copy