SONY
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DSLR-A300

Digital Single Lens Reflex Camera (body)

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 DSLR-A300's Live Preview mode links you and your subject on a large 2.7"[1] 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"[1] 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 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 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[5]

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.

Scene Selection Modes

Along with auto exposure, the DSLR-A300 gives you scene selection modes to optimize camera performance for Portrait, Landscape, Macro, Sports, Sunset and Night Portrait/Night View situations.

Creative Style Settings

To express your creativity and personal taste, you can adjust contrast, saturation and sharpness settings for any of 8 finishing styles -- including Standard, Vivid, Portrait, Landscape, Night View, Sunset, B & W and Adobe RGB modes.

Index and Slide Show Display

To quickly review your photos, the DSLR-A300 can display 4, 9 or 25-frame index views -- or present automatic slide shows with fade-in/fade-out effect.

High-Resolution Thumbnails for PhotoTV HD Viewing[4]

The DSLR-A300 automatically creates high-resolution thumbnail images for viewing on Sony's BRAVIA® HDTV in optimized PhotoTV HD mode, with image format adjustable for standard 3:2 or widescreen 16:9 display.

Function Guide Display

On-screen menus are intuitive and easy to use -- and a simple Camera Function Display can be activated and operated with one hand using the "Fn" (Function) button and controller button to adjust Flash mode, Autofocus mode, White Balance, Metering mode, AF area and D-Range Optimizer.

Stamina® Battery Power

In optical viewfinder mode, you can take up to 750 shots[3] on a fully charged NP-FM500H InfoLITHIUM® battery -- and you'll be able to see about how much power remains in percentage increments, so you can keep shooting in confidence.

High-Capacity Media Options

For conveniently storing and sharing your images, the DSLR-A300 accepts CompactFlash™ Type I/II media and optional Memory Stick PRO Duo™ media.

Advanced Lenses and System Accessories

Sony® α; (alpha) system gives you everything you need to expand your creativity in DSLR photography: precision Sony DT zoom lenses and specialty lenses, Sony "G" Series lenses with advanced motorized autofocusing, amazingly bright Carl Zeiss® lens designs, professional-quality flash units, and over 16 million Minolta a-mount lenses sold worldwide.

Specifications

Optics/Lens	
EV Compensation	±2.0 EV, 1/3 EV Steps
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
Lens Type	Interchangeable A-mount
Shutter Speed	30
Drive System	
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.
Convenience Features	
AF Illuminator Light	Yes, On/Off Select
Histogram Display	Yes - RGB, playback only
Multi-Pattern Measuring	40 Segment, Center Weighted, Spot
Red-Eye Reduction	On/Off (all modes)
Self Timer	Yes (10 seconds, 2 seconds, Off)
Weights and Measurements	

Dimensions (Approx.)	(WHD) 5 1/4" x 4" x 3" (130.8 x 98.5 x 74.7 mm)
Weight (Approx.)	1 lb. 4.5 oz (582g) body, not including battery, lens and media
Power	
Battery Capacity	7.2V, 1600 mAh; CIPA standard: approx. 740 pictures[3]
Battery Type	NP-FM500H Lithium-ion rechargeable battery
Software	
Operating System Compatibility	Microsoft® Windows® 2000 Professional, ME, XP Home and Professional; Macintosh® OS X (v 10.3 or later). OS must be installed at the factory.
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)
Service and Warranty Information	
Limited Warranty Term	1 Year Parts & Labor
Inputs and Outputs	
Output(s)	Video: Yes, NTSC/PAL Selectable
USB Port(s)	Yes, Supports USB 2.0 Hi-speed
General	
Imaging Device	10.2 (effective) APS CCD Sensor; 23.6 x 15.8 mm; RGB primary color filter
Megapixel	10.2MP
Convenience	
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)
Exposure	Manual Exposure: Yes, w/EV indicator, Manual Exposure: Yes; Aperture/Shutter Priority, Manual, Program Shift: Yes, Command Dial
Movie Mode(s)	N/A
Removable Flash Media Compatibility	
Scene Mode(s)	Portrait, Landscape, Sunset, Night View/Night Portrait
White Balance	Auto plus 8 Modes (Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash, Color Tempature/Color filter, Custom), each with +/-3 adjustable step.
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, F36AM)
Hardware	
LCD	Tiltable 2.7"[1] TFT (230k pixels) LCD with Clear Photo™ design
Microphone	N/A
Viewfinder	Optical: TTL, 0.74x magnification with 50mm lens at infinity; 95% coverage
Accessories	
Optional Accessories	Compact Flash Card (NCFB1G) External Flash (HVL-F56AM) External Flash Unit (HVL-F42AM) M Series Lithium Battery (NP-FM500H) Vertical Grip (VG-B30AM) AC Adaptor/Charger (AC-VQ900AM)
Supplied Accessories	NP-FM500H rechargeable battery BC-VM10 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. NOTE: No lens included