

Spectacular performance, versatility and value. With 14.2 MP and Live Preview that links you and your subject, Sony® α; (alpha) DSLR-A350 combines DSLR quality with power, speed and simplicity: super-quick AF response, in-camera SteadyShot INSIDE™ image stabilization, superb Sony and Carl Zeiss® lenses (sold separately), up to 730-shot³ Stamina® power.

- **14.2 MP CCD**
The highest pixel resolution in its class (as of January 2008), for spectacular image detail for making big prints and tight crops. An advanced APS-size CCD imager developed by Sony expands dynamic range and minimizes noise more effectively for clear, sharp photos even at high sensitivity setting (up to ISO 3200).
- **Live Preview of Your Subject**
The DSLR-A350'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 on the LCD 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-A350 lets you shoot continuously at up to 2 frames per second while you see your subject in the large 2.7" LCD viewfinder², 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 4 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-A350's standard 18-70mm zoom lens.
- **Expanded ISO Sensitivity**
A broad sensitivity range from ISO 100 to ISO 3200 enables the DSLR-A350 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-A350, 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-A350 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 Metering⁵**
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-A350 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-A350 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 work 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-A350 never slows down your ability to catch fast action.
- **9-Point Center Cross AF Sensor**
A fastfocus 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 Viewing⁴
- Function Guide Display
- Stamina® Battery Power
- High-Capacity Media Options
- Advanced Lenses and Accessories



Shown w/opt VG-B30AM Grip



DSLR-A350K

Digital Single Lens Reflex Camera (18-70mm kit)

SpecificationsGeneral

Megapixel: 14.2MP

Imaging Device: 14.2 (effective) APS CCD Sensor;
23.6 x 15.8 mm; RGB primary color filterConvenience

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 2.5FPS with viewfinder. 2FPS in live view mode., Shooting Capacity: JPEG (L size, Fine): Until memory card is full. RAW: 4 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

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

Movie Mode(s): N/A

Inputs and Outputs

USB Port(s): Yes, Supports USB 2.0 Hi-speed

Output(s): Video: Yes, NTSC/PAL Selectable

Hardware

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

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, 1/3 EV Steps

Exposure: Manual Exposure: Yes, w/EV indicator, Manual Exposure: Yes; Aperture/Shutter Priority, Manual, Program Shift: Yes, Command Dial

Lens Type: Interchangeable A-mount

Power

Battery Type: NP-FM500H Lithium-ion rechargeable battery

Battery Capacity: 7.2V, 1600 mAh; CIPA standard: approx. 730 pictures³Software

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 (v 10.3 or later). OS must be installed at the factory.

Processor

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

Control

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

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

SAL-1870 DT 18-70mm f3.5-5.6 Standard Zoom Lens

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.

Optional Accessories

Compact Flash Card (NCFB1G)

External Flash (HVL-F56AM)

External Flash (HVL-F36AM)

M Series Lithium Battery (NP-FM500H)

Color: Black

UPC Code: 027242727311

- 1: Viewable area, measured diagonally.
- 2: Approx. 2 frames per second at maximum (Live view). Approx. 2.5 frames per second at maximum (OVF)
- 3: When using Optical Viewfinder. Actual results may vary based on product settings, usage patterns, battery and environmental conditions.
- 4: PhotoTVHD feature requires output via optional HDMI S1D Digital Photo Album with select Sony BRAVIA® HDTV; each sold separately.
- 5: Live View mode only
- 6: Memory Stick Duo media requires optional AD-MSCF1 adapter

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