

Step up to the Sony® α550. Enjoy the spectacular imagery of 14.2 megapixels with ISO 12800 sensitivity. Experience the versatility of Quick Auto Focus Live View or MF Check Live View on the tiltable 3.0" LCD screen⁴. Discover the superb response of up to 7 fps of continuous shooting.

- **14.2 megapixels: amazing pictures**
This camera's 14.2 megapixel resolution makes for incredible detail and gorgeous enlargements. The all-new Sony® Exmor™ CMOS image sensor ensures state-of-the-art response. The large, APS-C format means high sensitivity, powerful depth-of-focus control.
- **Superb in low light (ISO 12800)**
An all-new Sony's Exmor™ CMOS image sensor employs new low-noise processing, for uncommonly clear pictures. The BIONZ™ image processor with chroma noise reduction helps achieve low noise all the way up to ISO 12800, without sacrificing resolution.
- **More responsive Live View**
All DSLR Live View systems enable you to compose shots in the LCD monitor, just as you would with a point-and-shoot camera. But not all Live View systems are created equal. Some take a painfully long time to focus. Some even black out the LCD before focus. Either can cause you to miss shots. Sony's Quick Auto Focus Live View solves these problems, making it easier to get the best shot.
- **Quick Auto Focus Live View**
Unlike competing cameras, the DSLR-A550 is just as responsive in Quick Auto Focus Live View mode as in optical viewfinder mode. That's because, unlike the others, the α550 uses the same "phase detection" auto focus for Live View as for the optical viewfinder. While other Live View systems are severely restricted, Sony's performs superbly any time— even if you're shooting handheld or chasing after moving subjects like kids or pets.
- **Manual Focus Check Live View**
For critical focus in macro and tripod shooting, the α550 also offers Manual Focus Check Live View. Temporary 7x and 14x zoom views enable you to focus on extremely fine detail while the 1x view shows 100% framing in the LCD.
- **Face Detection technology**
The α550 enhances Quick AF Live View shooting with Face Detection technology, which helps you get the best shot by recognizing faces and applying the proper focus, exposure and white balance. World's first Face Detection system to work with fast, high-precision "phase detection" Auto Focus.
- **Smile Shutter™ technology**
Another Quick AF Live View enhancement, Smile Shutter™ technology automatically takes the shot when your subject smiles. Works with Quick Auto Focus Live View to capture spontaneous moments, making the difference between a missed shot and a cherished memory.
- **Tiltable 3.0" LCD⁴**
Even if you're completely comfortable with the optical viewfinder, Sony's tiltable LCD empowers your photography with a different point of view. Helps you frame high and low-angle shots that would otherwise be hit or miss. The LCD tilts up or down 90 degrees to capture a child's first steps or shoot over a crowd. The 3.0"LCD⁴ features 921,600 pixels and Sony's Clear Photo LCD™ display technology.
- **Up to 7 fps of continuous shooting**
Up to 7 frames per second (with optical viewfinder in Speed Priority mode) can capture the decisive moment in sports or get the ideal baby photo. You can also shoot at up to 4 fps with Quick Auto Focus Live View.
- **Auto HDR built into camera**
High Dynamic Range (HDR) photography captures more scene contrast than a single exposure can handle by combining two exposures into one incredible shot. Until recently, you needed a computer and editing software to enjoy HDR. Now the α550 has Auto HDR built in. Handles severe backlighting and other high-contrast scenes. Captures in a split second. (Recommended for still subjects.)
- **Dynamic Range Optimizer**
Dynamic Range Optimizer improves results with backlit subjects and recovers details hidden in shadows. Normal DRO improves detail using standard gamma curves for fast shot-to-shot response time, while Advanced DRO adjusts dynamic range area-by-area for greater accuracy.
- **SteadyShot INSIDE™ stabilization**
Image stabilization helps you take blur-free shots by compensating for camera shake. Typical DSLR systems build image stabilization into selected lenses only. SteadyShot INSIDE™ image stabilization is built into the camera body itself. You'll reduce blur with every a-mount lens, including macro and wide-aperture standard zoom lenses.
- **Smart Teleconverter 2x Digital Zoom**
In Quick Auto Focus Live View mode, you can extend the optical zoom of your lens with digital zoom. One touch zooms in at 1.4x, while a second touch advances to 2x zoom. The system reproduces pixels on a 1:1 basis so there's no degradation in picture quality.
- **Powerful Supplied Software**
To help you refine and manage your images, the α550 is equipped with comprehensive computer software, including Image Data Converter SR, Image Data Lightbox SR and Picture Motion Browser (PMB). (Compatible computer required, not included)

ADDITIONAL FEATURES

- BIONZ™ image processor
- Help Guide and Graphic Display
- HDMI™ output for HD viewing
- Eye-Start Autofocus
- 9-Point AF Sensor
- Six Creative Style settings
- Built-in Auto Pop-Up Flash
- Anti-Dust Technology
- Up to a 1000 Shots² of battery life
- PhotoTV HD compatibility³
- Six Scene Selection Modes
- Index and Slide Show Display
- Dual Media Slots
- Supplied zoom lens (DSLR-A550L kit)



Specifications

Optics/Lens

Lens Mount Type: Sony α lens, Minolta and Konica Minolta AF lens

Power

Battery Type: NP-FM500H

Number of Still Images: Approx. 950 images with viewfinder, approx. 480 images in live view mode (CIPA standard)

Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

Software

Supplied Software: PMB (Picture Motion Browser) 4.3.01
Image Data Converter SR 3.1
Image Data Lightbox SR

Operating System Compatibility: Microsoft Windows 2000 Professional
Windows XP*SP2
Windows Vista
Mac OS X(v10.1.3) or later

Dimensions

Weight: Approx. 597g (without battery, memory card, accessories)

Measurements: Approx. 137 X 104 X 84mm (W/H/D, excluding protrusions)

Supplied Accessories

BC-VM10 Battery Charger
NP-FM500H Rechargeable Battery
Power Cord
Shoulder strap
Body cap
Software CD-ROM
USB cable

Optional Accessories

HVL-F58AM External Flash
HVL-F42AM External Flash
HVL-F20AM External Flash
VG-B50AM Vertical Grip

UPC Code: 027242748637

1. Works with other BRAVIA® Sync™ or Theatre Sync™ labeled HDTVs when connected via HDMI interface.
2. When fully charged. Actual results may vary based on product settings, usage patterns and environmental conditions.
3. Compatible BRAVIA® HDTV, and HDMI or component cable (sold separately) required for PhotoTV HD viewing. Specifications for BRAVIA HDTV shown vary according to market region.
4. Viewable area measured diagonally.

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