

2018-06-05 16:15 CEST

Sony Introduces New VCT-SGR1 Shooting Grip for RX0 and RX100 Series Cameras

Press Release

5th June, 2018

Versatile New Grip Offers Free-Angle Shooting and Fingertip Control

Sony today announced the VCT-SGR1, a versatile and compact new Shooting Grip best suited for its RX0 and RX100 series of cameras^[i].

Ideal for vlogging, travel photography and video shooting, self-portraits and much more, the new VCT-SGR1 is a vertically-oriented shooting grip that attaches to Sony's RX0 and RX100 series of cameras¹ via Multi/Micro USB Terminal. It is extremely compact and lightweight, and can adjust angles up 70 degrees or down to 100 degrees to capture different perspectives including high-angle shots, low-angle shots and self-portraits. The grip features several buttons at the top of the grip including shutter release, REC stop/start and zoom^[ii] functionality, allowing for easy fingertip control for both right and left handed usage. Additionally, the bottom of the grip can be spread-out and used as a tripod, making it an ideal accessory for group photos or low-light shooting conditions to avoid camera shake when shooting at slower shutter speeds.

The new VCT-SGR1 Shooting Grip will ship this July in Europe. Priced approximately 1.300 SEK.

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, interactive entertainment and online businesses, Sony is uniquely positioned to be the

leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$77 billion for the fiscal year ended March 31, 2018. Sony Global Web Site: <http://www.sony.net/>

[\[i\]](#) Compatible with DSC-
RX0/RX100M2/RX100M3/RX100M4/RX100M5/RX100M6/

HX90V/HX90/HX80/HX60V/HX60 /HX50V/HX50/WX500

Refer to the Sony support page for camera compatibility information

<https://www.sony.net/dics/sgr1/>

[\[ii\]](#) Zoom control function is not available for models without zoom.

Firmware update of Clear Image Zoom for RX0 is scheduled in Autumn, 2018

Om Sony Corporation

Sony Corporation är en ledande tillverkare av ljud-, video-, bild-, spel-, kommunikations-, och IT-produkter för konsumenter och professionella användare. Med verksamhet inom såväl musik och bild som interaktiv underhållning har Sony unika möjligheter att vara det ledande företaget inom teknik och underhållning i världen. Sonys totala försäljning under räkenskapsåret som avslutades 31 mars 2018, uppgick till cirka 77 miljarder dollar. Sonys globala webbplats: www.sony.net

Kontaktpersoner

Archetype

Archetype

Presskontakt

Kommunikationsbyrå

stockholmsony@archetype.co

08-545 514 50