



## Sony unveils new "bloggie"™ mobile HD snap camera

"bloggie"™ camera offers a fun and simple experience to shoot and share your photos and

Sony Australia today

introduced the pocket-sized bloggie mobile high definition snap camera. This stylish and fun camera offers effortless image capture with a unique rotating lens, capturing footage from every angle and making self filming easier than ever. With a built-in USB arm, bloggie camera offers simple on the go USB charging and allows users to upload MP4 videos and photos for hassle-free sharing on the web.

The new

bloggie camera MHS-PM5K boasts a CMOS Sensor, allowing users to record high definition videos of up to 1920 x 1080 resolution and also capture 5.0 megapixel still images with a simple click of a button. Face Detection technology is also incorporated to ensure your loved ones always look their best. With the embedded Picture Motion Browser (PMB) Portable software, bloggie camera enables seamless uploading of videos and photos to popular sites such as YouTube, by simply connecting to an internet-enabled PC. With the PMB Portable, users can easily pre-select images and videos from the camera before instantly uploading to their favourite social media channels.

With consumers

increasingly uploading and sharing videos and photos online via various social media channels, Sonys new bloggie camera unifies this experience and offers a fun, hassle free solution, said Di Shepherd, Senior Product Manager for Handycam at Sony Australia. Lightweight, stylish and easy to use, bloggie camera will redefine your online experience, allowing you to effortlessly capture and upload HD video and high quality images via its built-in USB arm.

Simple and fun 360 shooting experience

with bloggie camera With a simple flip, bloggie camera is automatically switched on, allowing users to capture spontaneous and high quality video footage easier than ever before. The MHS-PM5K comes equipped with a built-in 2700 rotating lens, making it the ideal companion for personal video diary moments and self filming direct to the camera. The rotating lens is also equipped with a 4x digital zoom for getting even closer to the action.

A bonus 3600

video lens attachment is included with the MHS-PM5K, which enables users to literally capture footage from any angle[1]. Simply snap on the bundled 3600 video lens and place bloggie camera in the middle of the room and it will record 3600 coverage of the surrounding environment in video or stills[2]. Using additional software supplied, this footage can be unwrapped into an entertaining panoramic video or still image.

Record anything, anywhere Pocket-sized

and available in four vibrant colours - blue, pink, white and violet - bloggie camera boasts a unique, design with incorporated rotating lens for added portability. Incorporating an expandable Memory Stick™ and SD/SDHC memory card slot, bloggie camera allows users to experience the full benefits of the camera with their preferred choice of storage capacity. A 4GB Memory Stick is included that allows users to capture up to 120 minutes of HD footage. With an optional 32GB Memory Stick, users can record up to 5 hours and 20 minutes worth of personal video diaries or footage of friends birthdays and family parties in high resolution video quality.

The intuitive bloggie

camera features full

auto shooting, including face detection, offering users an easy imaging experience, with no need to adjust controls. Designed to fit any pocket, the lightweight camera is packed with features and is a perfect companion for individuals who like to capture all their stories and stay connected with friends and family by simply sharing their footage online. bloggie MHS-PM5K HD snap cameras will be available in Australia from mid-February 2010.

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Price and availability

Model

Description

Colours

Price  
(inc GST)\*

Availability

MHS-PM5K

MP4 HD  
bloggie snap camera

Violet, Pink,  
Blue, White

\$299

Mid February

\* Prices are  
subject to change without notice. Please confirm price prior to publication.

Information: For further information on Sonys bloggie camera range, readers can  
contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au).

Availability: The bloggie camera range is available from Sony Centre stores in major  
capital cities and online at [www.sony.com.au](http://www.sony.com.au). It is also available through consumer electronics  
retailers nationally.

About Sony Centre: With 13 locations around

Australia, Sony Centre is your window to the world of Sony innovation. Be the first to discover the latest Sony products in an interactive and engaging environment. Each store is designed as the ideal environment for the total Sony experience. Passionate Sony specialists are on-hand to offer expert advice and assist in identifying the best value Sony solution to meet individual needs. Be inspired and entertained by the best that Sony has to offer. For more information and store locations, visit [www.sonycentres.com.au](http://www.sonycentres.com.au).

Images: High-resolution images are available from ProductBank a free online digital imaging delivery service at [www.productbank.com.au](http://www.productbank.com.au). If you would like assistance with this service, please contact Tom Hutley at Hausmann (02) 9361 3777.

About Sony:

Sony Corporation is a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan. With a wide range of products across three main segments, consumer products, broadcast & professional and information technology products, Sony has become a leading electronics company in Australia.

[1] PMB Portable is  
required to view the resulting footage

[2] Bundled 360 Video lens  
and 4GB Memory Stick only with MHS-PM5K