

SONY

# NEX-EA50M

Product Presentation  
October 2014

FOCUS

1 PEAKING  
2 HISTOGRAM  
3 FACE DETECTION  
4 ZEBRA  
5 MARKER  
6 LAST SCENE

INPUT1 INT MIC AUTO  
INPUT1 INT MIC AUTO  
INPUT2 INT MIC AUTO

NXCAM

AVCHD Progressive MPEG

## NEX-EA50M: Summary

1. Legacy
2. Target market
3. Product overview
4. Differences with NEX-EA50EH
5. New lens: SELP18105G
6. Sensor
7. E-mount
8. Codec and media
9. Ergonomics
10. Bundled accessories
11. Sony Large Format Sensor Professional Lineup
12. NEX Professional Range

## A bit of history

After listening market feedback, a professional handy and shoulder equivalent model to NEX-VG20 was demanded.

In August 2012, a new camcorder, NEX-EA50EH was announced, and started its distribution in October 2012.

The lens that was included in the kit was SELP18200, a 17 times power zoom with E-mount that was for the first time included in a Professional model.

Two years later, with no significant modifications, Sony announces its successor, NEX-EA50M, in which that SELP18200 lens has been replaced by SELP18105G, a 18-105 power zoom lens with constant F4 aperture.



## **NEX-EA50M: Target market**

### **Event videographer**

From weddings or corporate events to live music or bigger shows

Large dynamic range makes it easier to work in adverse light conditions

### **DSLR shooters**

Less bulky equipment, no need to spend budget in accessories to transform DSLR

### **Film school / Education**

Full camcorder with traditional sensor size, as well as for photo applications

### **Affordable filming**

Good behaviour in low light: no additional lighting

Super35 mm – looking picture due to its large sensor

### **B or C camera to Super35 mm**

For NEX-FS100/FS700 or FS7 (shoulder camcorder)

# **NEX-EA50M: Product Overview**

## **Handy/Shoulder camcorder**

Fully equipped autonomous video camcorder; opposite to a VDSLR

## **APS-C 16 Mpx sensor**

Same size as Super35: cinematographic-looking picture

## **E-mount**

Virtually ANY lens can be attached to the camera, with no significant extra cost

## **1080/50p**

Maximum picture quality on an AVCHD 2.0 codec, up to 28 Mbps

## **Professional Audio**

LPCM recording, built-in and professional ECM microphone, XLR connections

## **Multi-Interface Shoe**

No external cables with UWP-D receptors, HVL-LBPC LED torch or XLR boxes

## NEX-EA50M: Differences with NEX-EA50EH

Internally and externally, both are EXACTLY the same model

The only difference is the new lens: SELP18105G instead of SELP18200



NEX-EA50EH



NEX-EA50M

## New lens: SELP18105G

SELP18105G, despite being shorter zoom (6x: 18-105mm, 27-158mm 35mm equivalent), is **constant f/4**, so no need to operate iris to compensate light (which also modifies depth of field)

Quicker and quieter zoom than SELP18200

Autofocus, AutoIris, OSS stabilization

7-blade circular aperture instead of “polygonal” for better “bokeh” (DoF) effect

Filter diameter: 72mm. ND filters are recommended, as EA50 doesn't have them built-in



SELP18200



SELP18105G.AE

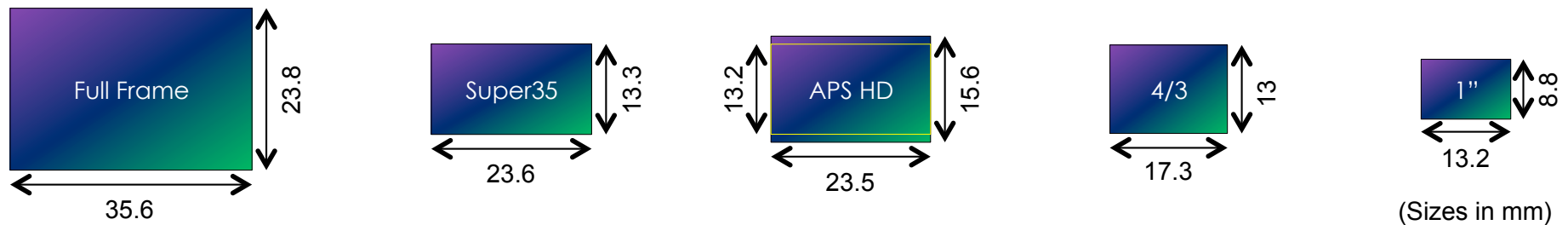
Further info: <http://www.sony.co.uk/electronics/camera-lenses/selp18105g>

# NEX-EA50M: Sensor

APS HD CMOS Sensor

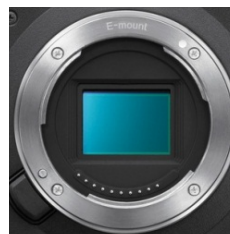
Equivalent dimensions (in video mode) as Super35 mm: cinematographic-looking picture

16 Mpx sensor: great quality still images, quick readout for video, big pixel size for sensitivity



Low noise and high sensitivity; proper for low-light conditions with no additional lighting

Fully hosted by E-mount



# NEX-EA50M: E-mount

Flange distance (sensor to top of the mount) is just 18mm, allowing any lens system to be “built” before the sensor, via adaptor

More than 35 lens systems (including Sony Alpha, Canon EF, traditional cinema PL...)

More than 180 lens adaptors from third parties:



Fotasy

FOTGA



## NEX-EA50M: Codec and media

HD: AVCHD 2.0 (up to 28 Mbps), 1080/50p, over SD or MS cards

MPEG-4 AVC/H.264

SD: MPEG-2 PS

Audio: Linear PCM or Dolby Digital, 2 ch, 16-bit

Recording media:

Memory Stick Pro Duo Mark2, Pro-HG Duo, Pro-XC Duo

SD/SDHC/SDXC Class 4 and higher

Flash Memory Unit (HXR-FMU128): 128 GB, directly mountable on right side of chassis



## NEX-EA50M: Ergonomics

Most of the weight is located on the bottom rear part of the camcorder, so that center of gravity lays on the shoulder as much as possible

2x 1/4" screw holes are located in the upper part of the shoulder pad, for counterweights or any other accessory (e.g. external recorder)



Long and slim body, so that forearm doesn't need to strongly balance, and it's not stretched  
Shoulder pad can be folded for handy usage:



NEX-EA50M Product Presentation



# Large Format Sensor Professional Lineup

8 models in Sony Professional Catalogue:



**Alpha A7s**  
Full Frame 12 Mpx



**NEX-EA50M**  
APS HD 16 Mpx



**NEX-FS100**  
Super35 Full HD



**NEX-FS700**  
Super35 4K



**PXW-FS7**  
Super35 4K



**PMW-F5**  
Super35 4K

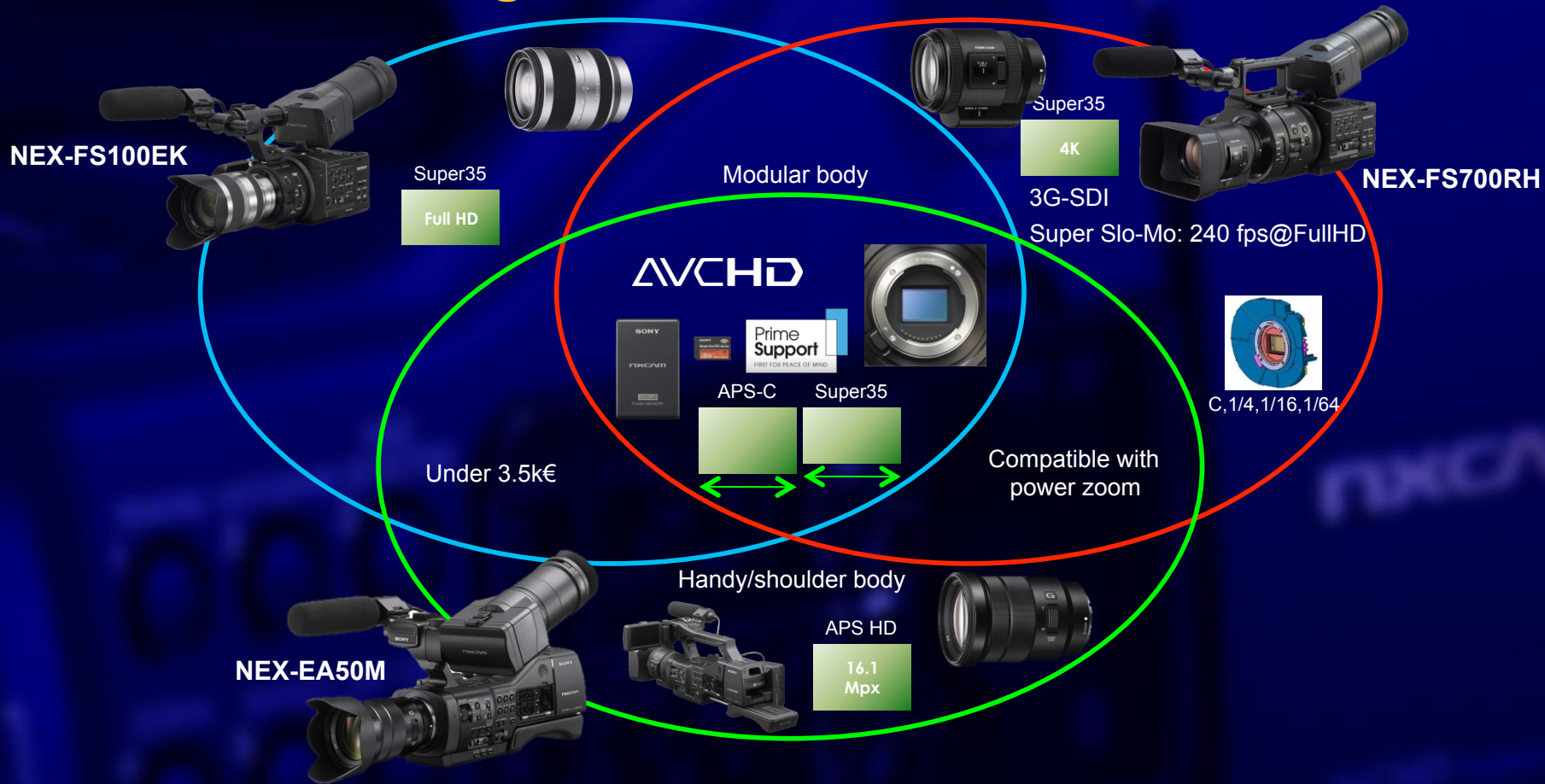


**PMW-F55**  
Super35 4K



**F65**  
Super35 8K

# NEX Professional Range: EA50, FS100 and FS700



SONY

Thank you

FOCUS

1 PEAKING  
2 HISTOGRAM  
3 FACE DETECTION

4 ZEBRA  
5 MARKER  
6 LAST SCENE

INPUT1 INT MIC AUTO  
INPUT1 INT MIC AUTO  
INPUT2 INT MIC AUTO

PXCAM

AVCHD Progressive MPEG