



Key specifications

Features	SLT-A37
Type	Interchangeable lens digital camera with Translucent Mirror Technology
Lens Compatibility	A-mount lens system. Operation also confirmed with Minolta and Konica Minolta AF lenses
Image Sensor	APS-C type (23.5 x15.6 mm) Exmor™ APS HD CMOS sensor with 16.1 effective megapixels
Processor	BIONZ™ image processor
ISO Sensitivity Range	ISO 100 – 16000 (still images)
HD movie record	Full HD AVCHD 1920 x 1080 50i*/25p; MP4 1440 x 1080 25fps *25fps image sensor output
Electronic Viewfinder	TruFinder™ electronic viewfinder with approx. 1,440k dots effective resolution (max.) and 100% coverage
LCD	6.7 cm (2.7") Clear Photo LCD with 230k dot resolution; tilts up or down
Digital Zoom	Clear Image Zoom: approx. 2x (still images) Smart Zoom: approx. 1.4x/2x (still images) Digital Zoom: approx. 4x (still images / movies)
SteadyShot™ INSIDE	YES
Autofocus System	TTL 15-point phase detection AF system with 3 cross sensors; Object Tracking AF
Picture Effect	11 types (15 variations): Posterization (Colour, B/W), Pop Colour, Retro Photo, Partial Colour (R,G,B,Y), High Contrast Monochrome, Toy Camera, Soft High-key, Soft Focus, HDR Painting, Rich-tone Monochrome, Miniature
Continuous Burst Shooting	Up to 7 frames per second (Tele-zoom Continuous Advance Priority AE mode) Up to 5.5 frames per second (full resolution)
Battery life (still images)	Approx. 450 shots (Viewfinder) / approx. 500 shots (LCD monitor) (CIPA measurement)
Built-in Flash	GN10 (in metres at ISO 100)
Other features	Auto Portrait Framing and Self-Portrait; Face Detection and Smile Shutter; Superior AUTO; Sweep Panorama (2D/3D); Auto HDR; DRO; Hand-held Twilight mode; Creative Styles
Media	Memory Stick PRO Duo / Memory Stick PRO-HG Duo; SD / SDHC / SDXC
Dimensions (WxHxD)	Approx. 124.4 mm x 92 mm x 84.7 mm (excluding protrusions)
Weight	Approx. 448g (body only) Approx. 506g (with battery and Memory Stick PRO Duo)
Supplied software	PlayMemories Home; Image Data Converter



Environmental Info

Sony is constantly rethinking and re-evaluating its products, processes and potential impact on the planet.

Product: Sony is committed to continually reducing the environmental footprint of its products. By the end of FY2015*, we aim to reduce the power consumption of our products by 30 per cent, reduce product mass by 10 per cent and reduce the utilisation ratio of virgin oil-based plastics in our products by 5 per cent.

Process: Our processes throughout the supply chain are as environmentally conscious as possible, from product creation to waste disposal. By the end of FY2015**, we aim to reduce CO₂ emissions from Sony Group sites by 30 per cent, reduce the water consumption at Sony sites by 30 per cent and reduce waste generation at sites by 50 per cent. We simultaneously commit to increasing the waste recycling ratio to 99 per cent or more at Sony sites.

Planet: Sony is determined that its practices as a business should be environmentally responsible – our long term goal is to achieve a zero environmental footprint throughout the lifecycle of Sony's products and business activities.

Please refer to www.sony.eu/eco for more information on Sony's environmental activities.

*Compared to the level of the fiscal year ended March 31, 2009.

** Compared to the level of the fiscal year ended March 31, 2001.