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Discover the new generation pictures

Introducing the α380, α330 and α230: a new generation of digital SLR cameras from Sony.

You have not previously encountered with digital SLR cameras? You smite the incredible image quality and speed of response of the camera - the standard for all digital SLR cameras from Sony.

Lightweight, compact, stylish and surprising - all three cameras offer limitless creative possibilities, and while you will not be a burden. The rich variety of important functions, which are designed to help the photographer to shoot better, cameras are compatible with a growing line of accessories and lenses for digital SLR cameras Sony. And most importantly - new camera, amazingly easy to use, even if you never kept in the hands of such a cell.

A new generation of cameras α. An ideal entry-level camera, which brings you the amazing world of digital SLR photography.

Serious fun starts here

Equipped with a multitude of functions α230 - this is a small and lightweight in the world of digital SLR camera technology with SteadyShot INSIDE, which provides a clearer picture when shooting with a hand with any lens. Camera α330 is equipped with an additional turning the LCD screen and function of Quick AF Live View, which will help you not to miss the most important thing in any situation. If you are not interested in anything but the highest quality images, α380 will provide perfect pictures with incredible resolution of 14.2 megapixel.

[View characteristics of DSLR-A380](#)

Superior ease of use

The new graphical display

To understand the relationship diaphragm and shutter speed might not be so easy, especially if you are new to digital SLR photography. To help you always come intuitive new graphical display. It clearly shows how your choices affect the final exposure shot.

Directory

Never shot digital SLR camera? Aside panic: a handbook, which you can display the camera, explaining what is happening in a simple and understandable language. You can even choose from four color design screen to your Sony camera looked exactly as you want.

[View characteristics of DSLR-A230](#)

Proven technology from Sony will help all photographers

Quick AF Live View (logo)

Cameras α380 and α330 are equipped with a function of Quick AF Live View, which will freely remove everything that is happening around you and nothing is missed. Build beautiful photos in any shooting situation will help clear, bright swivel LCD screen. You will enjoy the convenience live preview image, as well as fast and accurate auto focus even when shooting quickly objects.

SteadyShot INSIDE

Camera shake - this is one of the main causes of spoiled pictures. Feature SteadyShot INSIDE provide stable and clear images when shooting hand-held without a flash. It works automatically, compensating for camera shake when you do not have a tripod handy. As the function built into the camera body, it works with any Sony lens for SLR cameras.

[View characteristics of DSLR-A330](#)

Great image quality

Great image quality

Large CCD-matrix of APS-C format for next-generation cameras takes more light than a matrix of smaller size, which are equipped with cameras such as "bring and withdrew." Matrix - the key to the incredible level of detailed images and the lower its granularity. It works in conjunction with the powerful images BIONZ, providing realistic color reproduction and fast response of the camera.

Naturally beautiful results even with low levels of illumination

When the light is not enough, many compact digital cameras no longer cope, and photos of the result we get grainy and noisy. The new generation of cameras a high sensitivity (up to ISO 3200) coupled with high levels of noise. You'll enjoy natural images with excellent color, even when you shoot at sunset with the hands.

[View characteristics of DSLR-A380](#)

Clean image without any dust

If you change lenses inside the camera can get the dust, and this in turn will affect the image: it may appear small spots. All Sony digital SLR camera equipped with a dual system of protection against dust, which reduces the risk of dust in the matrix when changing lenses. Now you can relax: your photos are perfect.

Unforgettable moments - again and again

On the big screen

Connect the camera to a HD-TV and see the photos on the big screen, while enjoying realistic detail and vivid colors. If you have a compatible TV BRAVIA™, PhotoTV HD feature provides an even more vivid impression of the viewer. BRAVIA Sync technology allows you to control playback functions on the camera using the remote control to your TV BRAVIA™. Therefore, now you do not have to get out of the chair to adjust the slide show.

[View characteristics of DSLR-A230](#)

The uncompromising mirror picture

Dynamic Range Optimizer

The system of measuring the exposure of any camera can be wrong in challenging lighting conditions, where in one frame, there are bright and dark areas. Dynamic Range Optimizer analyzes every part of the plot by adjusting the value of exposure for the beautiful balanced

Exposure Measurement

Exposure meter of your camera should be able to cope with a wide variety of situations. Achieve perfectly exposed pictures is easy with the help of high-precision 40-segment sensor measuring the illumination, which makes it possible to shoot in the Multi, and CenterWeightedAverage

Smart Teleconverter

The plot will be close with one click. Function Smart Teleconverter ("Smart telekonverter") provides an instant zoom of 1.4 or 2 times. This is a great way to fill the frame, even if you do not use the zoom-lens. The function works in the Quick AF Live View, increasing the size of the image

images with rich shadows and clear details in the light.

point mode.

when shooting with a "live" preview.

[View characteristics of DSLR-A330](#)

Creative setup

Most important - your inspiration, rather than setting the camera. Convenient mode dial allows you to choose from six options for plots. Camera settings are automatically adjusted to make the selected plot even more beautiful, and you no longer have to worry about the values of exposure and dig into the menu.

Caring about quality

Caring for natural resources should not lead to compromise in terms of quality. Many components of the shell Sony digital SLR cameras are made using high quality polycarbonate, which we receive in the production of CD-ROM drive by Sony Music Manufacturing. This is proof that beautiful photos are combined with the excellent care of our planet.