



HDR-CX550V

High Definition Flash Memory Handycam® Camcorder

Capture stunning 1920 x 1080 high-definition video² and 12 Megapixel still images with the HDR-CX550V, which employs an "Exmor R" CMOS sensor for superior low-light performance and 64GB¹ of embedded flash memory. Optical SteadyShot™ image stabilization with Active Mode and 3-way Shake Canceling enables you to capture remarkably smooth video from wide angle to full telephoto shooting.



Full HD Recording with 60p playback

Record amazing HD video at full 1920x1080 resolution and enjoy 60p playback via HDMI™ cable and compatible HDTV. Additionally, you can record your video at 24 Mbps, the highest possible bit-rate for AVCHD, and enjoy near Blu-ray Disc™ quality video reproduction².

1/2.88" "Exmor R" CMOS Sensor

Delivers bright, vivid, spectacularly detailed video footage, as well as 12 Megapixel still images. Additionally, it provides stunning low-light sensitivity with improved image clarity and drastically reduced grain whether you're in video or still photo mode.

Optical SteadyShot™ image stabilization w/ Active Mode (Wide to Tele)

Compensates for greater degrees of camera shake to deliver stunningly smooth video from wide angle to full telephoto shooting.

Wide Angle G-Lens (26.3mm*) with 10x Optical Zoom

Engineered for superior optical performance, the Sony G lens delivers brilliant, accurate color reproduction and sharp, amazingly detailed images. In addition, the 26.3mm* focal length in Photo Mode and 29.8mm* in Video Mode offers a broader perspective for enhanced wide-angle shooting.

Quick Autofocus

An improved autofocus (AF) system now lets you take crisp images even faster. In fact, this new Quick AF feature focuses twice as fast when compared to previous Sony camcorder models.

3.5" Xtra Fine LCD™ display (921K)³ w/TruBlack™ technology

TruBlack™ technology brings remarkably higher contrast and brightness to the camcorder's 3.5" Xtra Fine LCD™ display³, delivering more natural, realistic colors and easier viewing in bright conditions by reducing glare.

Geotagging with built-in GPS receiver & NAVTEQ® maps

Lets you view your current location on the LCD map display, as well as "tag" your shooting locations. Tagged videos and still images can be reviewed and played back using the Map Index function on the camcorder.⁷

Face Detection Technology w/ Face Priority

With Face Priority, your camcorder optimizes focus, color, exposure, and Smile Shutter™ technology for the face you prioritize. Just touch the preferred face on the LCD display and the camcorder will not only prioritize it for you, but will remember your prioritized face until the camera is turned off.

Assignable Dial

Allows for control of focus, exposure, white balance, iris, and shutter speed. Adjusting the iris lets you control depth of field, while shutter speed allows you to control motion blur.

Intelligent Auto Mode

Analyzes your shot and then automatically selects the appropriate settings from 10 distinct scene modes: Landscape, Backlight, Twilight, Spotlight, Low light, Macro, Portrait, Baby, Tripod, Walk Detection. Lets you get extra creative with 90 possible scene combinations.

Golf Shot

Captures a few seconds of motion as a sequence of up to 22 still images, which can be viewed/printed individually or as a composite "sequence shot" image, perfect for analyzing the nuances of a golf swing, tennis serve, and other fast action.

Additional Features:

- Active Interface Shoe
- Dolby® Digital 5.1ch recording with Built-in Zoom Mic
- Sony® PMB (Picture Motion Browser) software⁹
- Smooth Slow Record

* 35mm equivalent

