



S E R V I C E
C A R E C A R D

Dear Valued Customer,

Thank you for choosing Sony's **α** model and we are pleased to share with you an exciting Sony experience ahead.

This booklet will provide you with some basic understanding of Sony's **α** basic handling methods as well as, photography and maintenance tips.

For more details, please refer to the supplied Instruction Manual provided or you may also visit your local Sony Support website.

If you need further assistance, please contact your local Sony Service Centre. We hope you will enjoy the wonderful performance of Sony **α**.



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How to hold your DSLR camera when shooting?

TIPS FOR CAPTURING GOOD PICTURES

A proper position is to hold the grip steadily with one hand and hold the bottom part of the lens with the other hand. If you wish to adjust the “zoom ring”, hold the camera firmly with your right hand and turn the knob with your left hand. The right way of holding the camera ensures maximum stability, which allows you to take clear and defined pictures. It also optimizes the operational performance of the camera.



Using View Finder



Secure your stance with your feet shoulder-width apart. Tuck your elbows lightly against your body.

When shooting in a kneeling position, keep your upper body stable by placing your elbow on your knee.

Using the Live View

When using the LCD monitor to capture a picture, adjust the angle of the LCD monitor to suit your shooting position.



When taking a shot from a higher position, tilt the LCD monitor downward to an approximate 40°.





When taking a shot from the center or a lower position, tilt the LCD monitor upward to an approximate 130°.



Why pictures taken are unclear and blurry?

TIPS FOR CAPTURING GOOD PICTURES



Focus on
the wrong object

1. Incorrect Focus

In the example photo shown here, the left side of the camera is in focus, but the subject appears unclear. This is an indication that the camera has set its focus on the wrong object.

2. The subject is moving while the shutter is open

The area around the subject appears sharper as compared to the subject because they are stationary, thus allowing a stable and sharp capture of the background. When an object is in motion, the camera is unable to do a detailed capturing of the subject and the blurry effect takes place. This happens, for example, when taking a picture of a fast-moving car on the road.



Subject moves

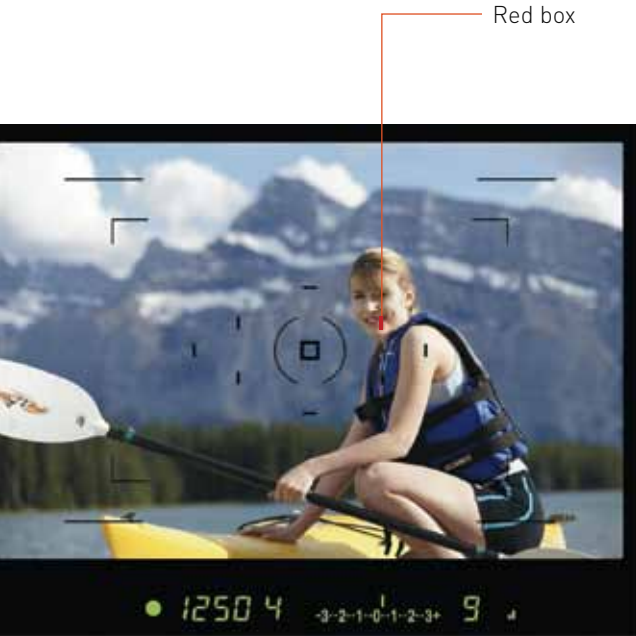


The stationary subject blurred

3. The camera shakes while the shutter is open

The longer the shutter is left open, the more sensitive it is to movement. Even the smallest movements from the camera can cause the whole picture to become blurry. In the example image here, the whole picture is uniformly unclear. This indicates that the camera was shaking while taking the picture, thus causing the picture to be blurry.

How to take clear and defined pictures?



1. Ensure a correct focus

Make sure the camera is focused on the right subject by looking through the View Finder. There will be an indication superimposed on the picture to show that the subject is being focused (like a red box).

2. The subject is moving while the shutter is open.

There are three options to counter this problem;

- i. Increase the shutter speed of your camera
 - a. Set your camera into **“Shutter Priority Mode”** by turning the mode dial to **“S”**.
 - b. Rotate the **“Control Dial”** to increase the shutter speed.

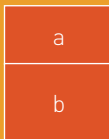




- ii. Turn on the flash
 - a. Press the Function button.
 - b. Use the Controller button to select the **“Flash Mode”**.
 - c. Select the **“Fill-Flash”**.



- iii. Increase the ISO
 - a. Press the **“ISO”** button.
 - b. Select the higher ISO value by using the Controller button.
 - c. By increasing the ISO, noise will be more noticeable in your picture.



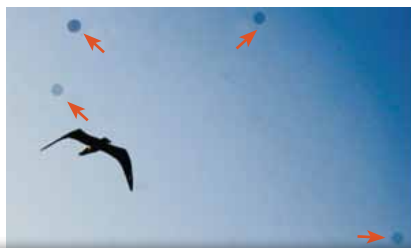
3. The camera shakes while the shutter is open

- i. Increase the shutter speed as explained previously.
- ii. Hold your camera steadily while taking the shot. For an ideal stability, use the tripod.

Why are there dark spots on the picture?

TIPS FOR CAPTURING GOOD PICTURES

Generally, dust has infiltrated inside the camera body and has settled on the image sensor that produces this result. This happens when we are changing lenses.



How to check the image sensor?



To check whether there are dust particles on your image sensor, follow the steps below:

1. Attach a lens to your camera.
2. i) Select manual focus (MF) via the adjustment dial.
ii) Set the focus to infinity.
iii) Set exposure compensation to +1.
iv) Set to A mode, choose the smallest aperture, which will be f/22 or, on some lenses, f/32.



3. Point your lens towards a uniform source of light, enough to cover the whole picture (for example, a window or the sky) and take a photo. Do not worry if the exposure takes a few seconds. You do not need a stand as the focus is set to infinity.
4. Check the picture. If dark spots appear, you need to clean your image sensor.

Bear in mind that larger apertures mean that dust is less visible. The dust particles will only appear visible starting from f/8 as they become visible. If spots appear in photos when using wide apertures, your image sensor may be damaged and need repair.

Henceforth, before cleaning the image sensor, it is important to read and understand the following:

IMPORTANT NOTE:

- Perform this in a clean and non-dusty environment.
- The blowing ball must never make contact with the image sensor. Doing so may cause irrevocable damage to the image sensor.
- Do not attempt to blow the dust particles away with your mouth. This will not only result in moisture entering the camera body, and particles from saliva may also damage the image sensor.
- It is also not recommended that you use air sprays that are designed for cleaning computer equipment (keyboard etc.) as different equipment requires different air pressure. Using air sprays that are not intended for camera lenses can damage the image sensor, causing moisture and other residues to enter the camera body.
- It is strongly recommended that you do not use a brush or any of the cleaning solutions available on the market. This increases the risk of damaging the image sensor and the low-pass filter.





How to clean the image sensor?

Automatic In-camera cleaning system

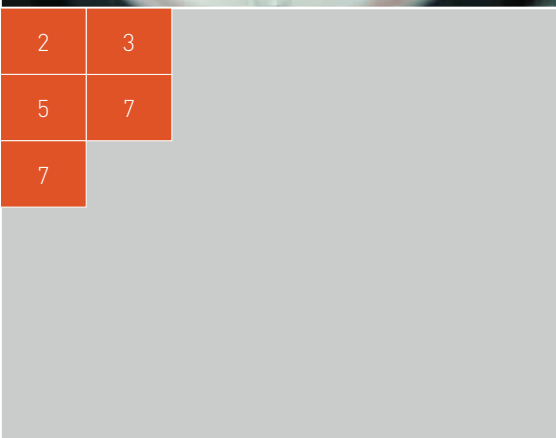
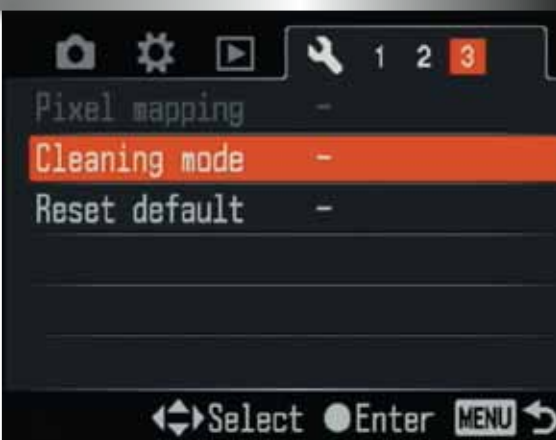
Sony's Digital SLR is equipped with an automatic sensor cleaning system which is activated every time the camera is turned off. If dark spots appear on your photos, you can activate a more thorough clean by selecting the cleaning function from the camera menu.

Manual cleaning

The Automatic In-camera cleaning system might not be able to remove certain particles such as sticky and oily particles (for example, pollen). When this happens, you will need to clean the image sensor manually.

1. Ensure that the battery is fully charged.
2. Press "MENU".
3. Select  and 3 with  on the controller.
4. Select "Cleaning mode" with  on the controller.
5. Press the center of the controller. The message "After cleaning, turn camera off. Continue?" will appear.
6. Select "OK" with  on the controller, and press the center of the controller. The image sensor vibrates for a short time, the mirror in front is lifted, and at the same time, the display on the LCD turns off.
7. Take off the lens and you will see that the image sensor is now visible. Point the camera body downwards and use a blowing ball to blow away dust particles by pumping air onto the image sensor.
8. Turn off the camera after the cleaning.

* Please consult your local Sony service centre if the dust still exist.



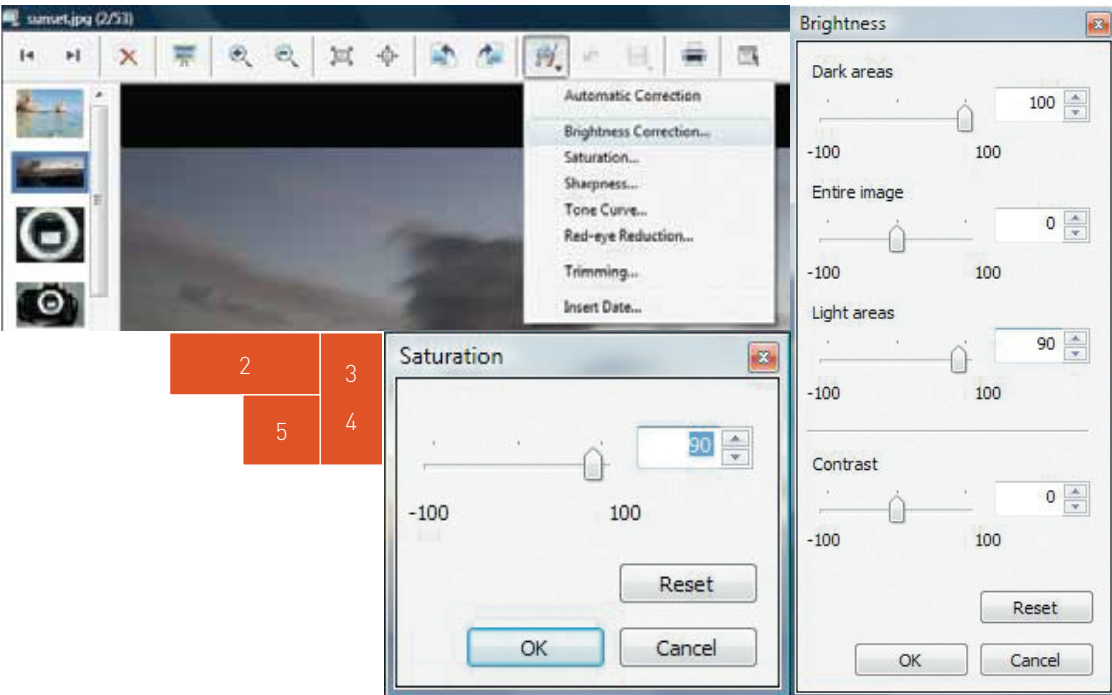
How to restore an underexposed picture?

TIPS ON PHOTOGRAPHY POST PROCESSING TECHNIQUES

The following steps are tips on how to restore an underexposed picture with the Picture Motion Browser software.



1. Open the picture with Picture Motion Browser.
2. Click the tool icon from the menu bar.
3. Select “Brightness Correction” and slide the “Dark areas” to the maximum (or enter “100”) in the box to enlighten the rocks in the foreground.
4. Select “Brighten Correction” and slide the Light areas to “90”, and then click “OK”.
5. Click the tool icon from the menu bar and select “Saturation” and slide the bar to “90” to make the sky a bit more colourful.



After edit

Disclaimer: The above settings are for illustrative purposes only. The setting will vary according to project or user's requirements.

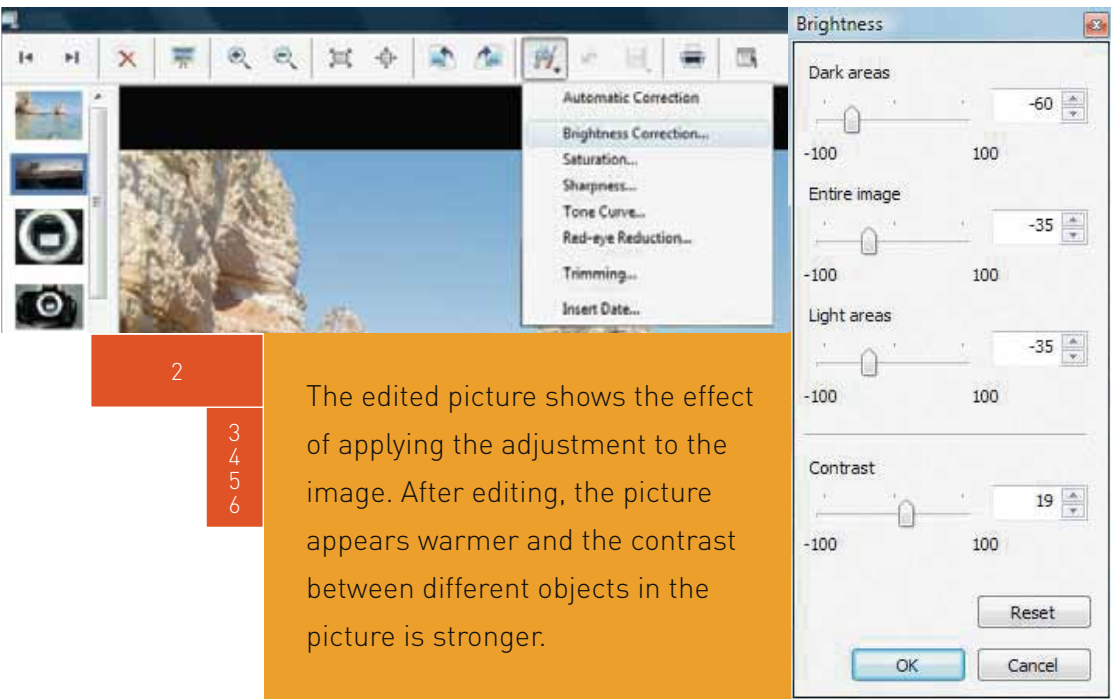
How to make the pictures look like a post card?

TIPS ON PHOTOGRAPHY POST PROCESSING TECHNIQUES

The unedited picture look a little overexposed. There is not much contrast between the water and the sky.



1. Open the picture with Picture Motion Browser.
2. Click the tool icon from the menu bar.
3. Select "Brightness Correction" and slide the "Entire image" to -35 (or enter "-35") in the box to darken the picture.
4. Slide the "Dark areas" cursor to -60.
5. Slide the "Light area" cursor to -35.
6. Slide the "Contrast" cursor to 19, and close the "Brightness correction" dialog box by clicking "OK".



Disclaimer: The above settings are for illustrative purposes only. The setting will vary according to project or user's requirements.

How to clean the camera body?

TIPS ON CAMERA & LENS MAINTENANCE

Cleaning the camera surface

1. Brush the exterior of the camera body using soft-haired brush. Do not apply pressure as this will scratch the body or the LCD screen.
2. A blowing ball is often effective for hard-to-reach places.
3. If the camera body is soiled with substances such as mud, which are harder to remove, use a microfiber cloth (easily obtainable from an optician), damp it with water and rub the substance away with slight pressure. Microfiber is recommended as it will not scratch the LCD screen.



1

2

3



Do's and Don'ts:

- **Do not use any chemical products such as thinners, benzene, alcohol, disposable cleaning wipes etc.**
- **Do not leave the camera in contact with rubber or vinyl for a long period of time**
- It is highly recommended that you only change lenses only when necessary and that you point the camera body downwards when you are doing this. It is also better to change lenses in an environment which is not very dusty or sandy.



How to clean the camera lens?

TIPS ON CAMERA & LENS MAINTENANCE

Cleaning the lens

Lenses need to be treated with particular care. The lens are highly fragile and sensitive, thus subject to scratches.

1. Use a blowing ball to remove smaller dust particles. Never try to blow with your mouth as this will result in particles of saliva landing on the lens and leaving marks that are hard to remove.
2. For larger particles, use a very soft-haired brush to remove the dust on the lens. Do not touch the hairs of the brush with your fingers as this will make the hairs oily and will result in smearing. Do not apply too much pressure.



1

2



Do's and Don'ts:

- **Avoid touching the glass with your fingers as this will leave fingerprints marks on the glass. Do not attempt to remove them using cloth or tissue as their fibers are too coarse and may scratch the glass.**
- Use a microfiber cloth and keep it in a bag or carrying case to prevent it from getting dusty.
- Make sure that lenses are clean: whenever you change them, clean the back of the lenses using a microfiber cloth and always replace the lens cap when you are not using them. **Similarly, do not remove the lens cap until you are ready to start taking pictures.**



What are the recommended storage requirements?

TIPS ON CAMERA & LENS MAINTENANCE

Recommended storage

Cleaning your camera body and lenses is essential to keep your equipment in good condition, but it is also a delicate procedure. Thus, the best way to keep them in good condition is to look after them carefully.



1. Always cover the lens & camera with caps when **NOT IN USE.**



2. Keep your lenses in a protective case. Carry your camera equipment in an appropriate bag when **ON THE MOVE.**



3. Store your cameras & lenses in the dry cabinet for **PERMANENT STORAGE.**

This will prevent fungal and mould growth.

Set the humidity level to ~45% RH.



Useful information

SERVICE CARE CARD

The following are the website that contains useful information on the **α** cameras, lenses and photography knowledge.

Sony's Digital SLR Resource Portal

<http://dslrresources.sony-asia.com/>

You will find all information you needed to:

- Supplement your photo capture ability and attain your highest imaging effects
- Helps you understand and maximize the features found in **α200**, **α300**, **α350**, **α700**, **α900**

SONY PerfectLight

<http://dslrresources.sony-asia.com/perfectlight/index.html>

This website features works by renowned professionals:

- Sharing their thoughts and passion on capturing the perfect picture
- Spark inspirations for you to embark on you own journey
- Self discovery with Sony's **α** cameras starts here



Glossary

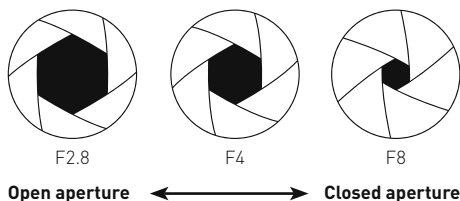
SERVICE CARE CARD

AE Lock

The AE Lock function allows users to meter the brightness of an arbitrary position and lock in on the exposure setting based on metering results. This is convenient when the contrast is too strong between the subject and background, or when shooting a backlit subject.

Aperture

The lens opening. Adjusting its size (F-value) affects the amount of light entering the camera. A lower F-value expands the lens opening while the higher F-value shrinks it.



Aperture Priority Mode

The user selects the aperture and the camera automatically adjusts the shutter speed accordingly. This mode gives you full control over the depth-of-field and the exposure. It is a valuable tool for portrait and landscape photography.

Color Temperature

A measure of the colour of a light source relative to a black body at a particular temperature, expressed in degrees Kelvin. Low colour temperatures have a red-yellow tone; daylight has a high colour temperature (approximately 6000 Kelvin) and appears with a blue tone.

D-range Optimiser

Using sophisticated algorithms, the Dynamic Range Optimiser adjusts to favorable exposure and contrast best suited for the environment and the individuals in the picture. When posing against a highly contrasted background, the Bionz Processor corrects its exposure and contrast levels which allows for better backlight compensation and white colour expression. Facial details and background subtleties are all beautifully captured by the Bionz Processor.

Depth of field

The area from near to far appears to be in focus. Depth of field is shallow with a large focal length (telescopic) and deep with a small focal length (wide). It becomes deeper as the aperture widens (larger F-value) and shallower as the aperture shrinks.

EV Compensation

When the subject in your photo is too bright or dim, you can adjust

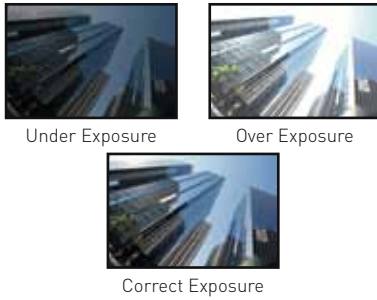
the image brightness by setting the exposure to any value between -2.0 and +2.0 in 1/3 EV steps.

Exif

The Exchangeable Image File Format (Exif) is a specification standardized by JEIDA (Japanese Electronic Industry Development Association) for use by digital cameras. It adds information such as shooting date, shutter speed, F-value, and ISO sensitivity to image files of various formats, such as JPEG and TIF, allowing users to view the images and information with standard Exif-compatible image editing software. If the image is edited, the Exif data is lost.

Exposure

The total amount of light allowed to fall on the image sensor during the process of taking a photograph. It is a combination of the length of time (camera shutter speed) and the level of illumination (lens aperture) received by the image sensor.

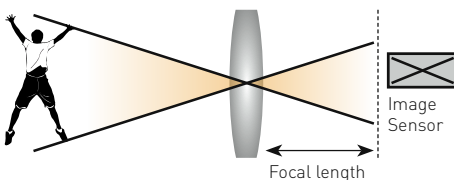


F Number

The F-number is an inverse unit of measurement used to indicate the relative size of an aperture opening. The larger an aperture, the smaller the F-number.

Focal length

The focal length (f-value) is the distance, in mm, from the center of the lens to the focal point where the image is produced. Raising the f value magnifies the subject and shrinks the field of view (telescopic), while lowering the value shrinks the subject and enlarges the field of view (wide). The field of view also varies depending on the size of the film or image sensor.



Histogram Indicator

Histogram is a graph that represents the luminance distribution of the luminance level (from 0, darkest part, to 255, brightest part) contained in the image and the number of pixels contained in the luminance level. The distribution makes it possible to judge the exposure to some extent. Furthermore, it is possible to check the properties of the image by referring to the histogram. By confirming the luminance of the subject on the graph, it is easy to adjust the exposure appropriately.



ISO Sensitivity

The range of ISO settings depends on the model and can be as wide as ISO 100 to 3200, as well as automatic. This enables the user to easily select the correct sensitivity, to get the best image

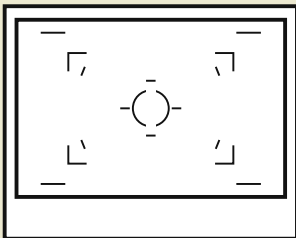
under difficult conditions. For example, ISO 100 would be used in bright sunlight, while ISO 400 or above would be used in low-light conditions for greater sensitivity.

JPEG

Joint Photographic Experts Group (JPEG), is an image file format employing a compression standard jointly defined by the ISO (International Organization for Standardization) and CCITT (Comite Consultatif International Telegraphique et Telephonique, now known as the ITU-T). Capable of handling up to 16.77 million colours, this format is suitable for compressing photo images and is commonly used by digital cameras.

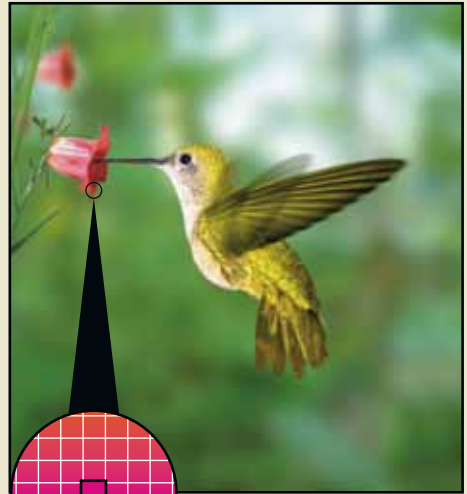
Optical Viewfinder

Optical viewfinder makes it easier to judge whether a subject matter is clearly in focus.



Pixel

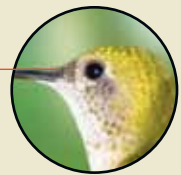
Short for picture element, this is the smallest element in an image. On a screen, a pixel appears as a cluster of tiny red, green, and blue phosphors.



Pixels

Many pixels

(Fine image quality and large file size)



Few pixels

(Rough image quality but small file size)

RAW

Sony digital cameras that capture images in RAW format can reproduce the highest degree of image accuracy through the image sensor. RAW files are equivalent to the negative in convention film camera as it is the original image data that is captured through the image sensor without undergoing any additional processing or electronic conversions. Using Sony's Image Data Converter computer software, users can change the image settings such as colour temperature, sharpness and even revert back to the original captured settings after the image has been saved or modified.

Rear Curtain Synchro

In this mode, the flash fires when the second curtain starts to move across the frame. Rear-Curtain Synchro creates a trail of light behind the subject that looks more natural than light streaks created by Front Curtain Synchro in front of the subject. Rear-Curtain Synchro gives you the flexibility to express subject motion when using a flash.

Shutter speed

Shutter speed is the length of time the shutter stays open while taking a photo. Shooting with a high shutter speed captures the image in a shorter period of time and prevents blur when shooting fast-moving subjects.

Shutter Speed Priority Mode

This applies to digital still cameras. The user sets the shutter speed and the camera automatically adjusts the aperture accordingly. This is useful when the shutter speed has to be selected to create a particular effect, for example preventing motion blur in sports photography, or deliberately introducing it for impressionistic nightlife shots.

Slow Synchro Mode

The Slow Synchro mode combines a slow shutter speed with flash and is effective for brightly and vividly capturing both the subject and background in low light conditions.

