

Sony APS-C  
2-min. Video- English script and super

- (F01) Super: Jay's Picture-Perfect Birthday
- (F03) Amy: Hey, you've got a new camera!
- (F03) Vivian: It has a large sensor inside. The image quality is awesome!
- (F04) Amy: What's a sensor?
- (F05) Vivian: A sensor is the soul of a camera. It's like a door through which light passes. The larger the sensor, the more light it allows to go in. And the more light you get, the more details you capture!
- (F06) Amy: So how big is your camera's sensor?
- (F07 · 8) Vivian: The sensor in this camera is with APSC size. The APSC sensor is much larger than the Micro 4/3 sensor, 1-inch CX sensor and those sensors in pocket-size digital cameras. Large APSC sensor does not only give you sharp, detailed pictures, but it's also great at shooting night scenes, photos with background defocused and even wider angle photos.
- (F12) Billy: Wow! That's a really wide shot!
- (F17) Vivian: The smaller the crop factor the wider the image. The crop factor of an APSC sensor is only 1.5X. That's why you can always capture more using a larger sensor camera than a smaller one.
- (F17) Super: Larger sensor = great wide-angle shots!
- (F18) Jay: Thanks a lot!
- (F23) Zoe: Even the details are so sharp!
- (F28) Vivian: My camera's large sensor catches much more light. So whatever you're shooting, you get an image with better dynamic range and more details than a small sensor.
- (F28) Super: Large sensor = extra-fine image quality
- (F29) Jay: Hey, who's that cool-looking dude in the pic!
- (F33) Michael: Hey, that's some serious depth
- (F38) Vivian: Large-sensor camera is easier to shoot photos with beautiful defocused blur effect, more than a small-sensor camera. With a better depth of field, the photo looks lively.
- (F38) Super: Large sensor = Narrower depth of field

(F39) Jay: That's the one for facebook!

(F46) Zoe : Even the night shots are so sharp!

(F47) Vivian: Because it captures more light, a large-sensor camera can produce sharp images even in low-light situations, something small-sensor cameras cannot do.

(F47) Super: Larger sensor = much lower noise and beautiful night scenes!

(F48) Jay: Hey, thanks a lot. I'm glad you're here today!

(F48) Friends: You're the best! YEAH! YEAH!

(F49) Amy: Your camera is brilliant!

(F49) Vivian: Of course, it's a Sony NEX with APS-C sensor!

(F56) Jay VO: *α* NEX Series