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Sony offers Beta downloads of four new PlayMemories Camera Apps

- Give your feedback on four brand-new camera apps, available for NEX-5R, NEX-5T, NEX-6
- Snapshot Me helps tourists take better photos with your camera
- Stop Motion makes animation easy
- ID Photo takes the hassle out of identification pictures[i]
- Catch Light adds sparkling eyes to portraits
- Download for free at www.playmemoriescameraapps.com[ii]

Do you want to help the world take better pictures? If you've using Sony's NEX-5R, NEX-5T or NEX-6 interchangeable lens camera, now's your chance to get involved.

For the first time ever, Sony is releasing Beta versions of four brand-new PlayMemories Camera Apps that are available for free download at www.playmemoriescameraapps.com

The new apps are "work in progress" from engineers at Sony's digital imaging team in Tokyo, who were challenged to invent new camera features they'd always wanted themselves. Download the apps to your camera, try them out – and tell us what you think via our online survey.

Snapshot Me ensures better pictures when you hand the camera to someone else. Everyone knows the frustration of asking a fellow tourist for help when you're standing in front of the Eiffel Tower. Pictures often come out wonky and badly-framed, but Snapshot Me makes life easier with a guide frame on the camera that helps other people place you correctly in the frame. The app can also switch the camera to burst shooting mode, so there's less chance of

being caught out with closed eyes when your fellow sightseer releases the shutter at the wrong moment.

Stop Motion helps budding animators create fun time-lapse movies. When you have decided on the subject matter of your movie and taken your shots, the app will bring them together to create a highly impactful film.

ID Photo takes the hassle – and expense – out of producing valid identity photos for your driving license or passport. Just choose from a preset ID photo format and paper size, or specify your own custom dimensions. Then take your picture and print it.[\[iii\]](#)

You can see it in their eyes: **Catch Light** adds extra sparkle to portraits of friends and family with a bright, white highlight that looks like the reflection of daylight or a flash in your subject's pupils. It's completely automatic – choose the photo that you wish to enhance and the camera identifies faces in the frame and touches up the image by adding a realistic-looking glint to your sitter's eyes.

Download FREE Beta apps for Sony's NEX-5R, NEX-5T or NEX-6 cameras at

www.playmemoriescameraapps.com

[\[i\]](#) Not available in France

[\[ii\]](#) Only available in countries where PlayMemories Camera Apps are available

[\[iii\]](#) Before using the app, users should check the photo requirements of the organization to which they want to submit the photo.

a offrire Kando e Anshin alle persone e alla società in tutto il mondo attraverso la ricerca tecnologica e di nuove sfide", Sony creerà prodotti e offrirà servizi in settori quali home entertainment & sound, imaging, e mobile communications. Per ulteriori informazioni, visitare: <http://www.sony.net/>

Contatti

SONY®

Cristina Papis

Contatto stampa

cristina.papis@sony.com

+390261838.1

SONY®

Loredana Buzzavo

Contatto stampa

Loredana.buzzavo@sony.com

+390261838.1