

DSLR-A300X

DSLR Camera w/ DT18-70mm F3.5-5.6 Zoom & DT55-200mm F4-5.6 Telephoto Zoom

DSLR quality with point-and-shoot simplicity. The Sony® α (alpha) DSLR-A300 links you and your subject with Live Preview on a large 2.7" LCD monitor, for point-and-shoot simplicity – with super-quick AF response, 10.2 MP quality and in-camera SteadyShot INSIDE™ image stabilization that works with Sony, Carl Zeiss® and Minolta α-mount lenses.

- **10.2 MP CCD**
Superb image quality gives you great DSLR shots right from the start, with a large APS-size CCD imager developed by Sony to expand dynamic range, and minimize noise more effectively for clear, sharp photos even at high sensitivity settings (up to ISO 3200).
- **Live Preview of Your Subject**
The DSLR-A300's Live Preview mode links you and your subject on a large 2.7" LCD screen, for a familiar point-and-shoot style – with super-quick AF response and accurate exposure control to help you catch the perfect moment. In Live Preview mode, the camera bypasses the optical viewfinder mirror to create a live "eye-to-eye" view of loved ones, children, pets and fast-changing scenes.
- **Tiltable 2.7" Clear Photo LCD Plus™ Screen**
A large built-in screen with 2-way angle tilt provides a sharp, clear view of your subject and tilts up or down for low-angle or high-angle monitoring in situations where you want a child-level or overhead shot.
- **Continuous Shooting While Viewing**
The DSLR-A300 lets you shoot continuously at up to 3 frames per second while you see your subject in the viewfinder², so you never lose track of the action. In i-REG mode, you can shoot up to the limit of your flash memory card; in RAW Burst Mode you can capture up to 6 shots, with intelligent buffer management to allow more shots to be captured without waiting for the buffer to clear.
- **Smart Teleconverter 2X Zoom**
At the touch of a button you can zoom in electronically on your subject, reproducing pixels on a 1:1 basis with no degradation in picture quality. One touch zooms in at 1.4x, the second touch advances to 2X zoom – creating the 35mm equivalent of a 200mm telephoto effect with the DSLR-A300's standard 18-70mm zoom lens.

- **Expanded ISO Sensitivity**
A broad sensitivity range from ISO 100 to ISO 3200 enables the DSLR-A300 to capture beautiful color images even in very dim light – with High ISO Noise Reduction technology that reduces picture noise artifacts at high-sensitivity ISO 1600 and ISO 3200 settings by eliminating noise from RAW data after analog-to-digital conversion.
- **SteadyShot INSIDE™ In-Camera Image Stabilization**
Because image stabilization is built into the DSLR-A300, every lens benefits by an advantage of from 2.5 to 3.5 exposure stops. This allows you to shoot effectively with minimum blur even in low light without flash – or adjust exposure control for smaller lens aperture, to increase depth of field and bring both foreground and background into sharp focus.
- **BIONZ™ Image Processor**
The "brain" of the Sony® α (alpha) DSLR-A300 is the advanced Sony BIONZ™ Image Processor, using hardware-based Large Scale Integrated (LSI) circuitry to enhance images with rich tonal reproduction, improved white balance and exposure control, and expanded Buffering Optimizer capabilities. With 2-channel data transfer from CCD to processor, your camera can also respond faster.
- **1200-zone Evaluative Metering¹**
Exposure information from the image sensor dedicated to Live View is divided into 1200 zones of luminance and RGB color information. In addition D-Range Optimizer technology contributes to judge the scene and then determine the optimum exposure to reproduce images with a more natural look.
- **Dynamic Range Optimizer**
To improve results with backlit subjects and recover details hidden in shadows or lost in glare, the DSLR-A300 provides Dynamic Range Optimizer at two levels: Normal DRO, to improve detail using standard gamma curves for fast shot-to-shot response time, or Advanced DRO, to adjust dynamic range area-by-area for the greatest precision.

- **Anti-Dust Technology**
Changing lenses in a DSLR can allow dust to enter the camera – so to keep the CCD imager cleaner for better pictures, the DSLR-A300 utilizes both static-free anti-dust coating on the CCD filter and an anti-dust vibration that automatically shakes the CCD to dislodge dust each time the camera is shut off.
- **Auto Pop-Up Flash**
The camera flash automatically pops up and fires when needed, to help first-time DSLR photographers shoot more effectively. Auto Pop-up works in Auto mode and some scene selection modes; flash is cancelled in Landscape, Sport or Sunset modes and in "Flash Off" position on the Exposure Mode dial.
- **Eye-Start Autofocus System**
It begins precision autofocus adjustments the moment you raise the camera to your eye – so unlike some DSLR cameras that don't start focusing until the shutter button is half-pressed, the Sony DSLR-A300 never slows down your ability to catch fast action.
- **9-Point Center Cross AF Sensor**
A fast focus motor and improved focus control help bring images into sharp definition more quickly, with predictive focus control that automatically calculates the position of a fast-moving subject.

ADDITIONAL FEATURES

- Scene Selection Modes
- Creative Style Settings
- Index and Slide Show Display
- High-Resolution Thumbnails for PhotoTV HD Viewing³
- Function Guide Display
- Stamina 8 Battery Power
- High-Capacity Media Options
- Advanced Lenses and System Accessories



Sony Dslr Guide

David D. Busch



Sony Dslr Guide:

The Complete Guide to Sony's Alpha 200 DSLR (B&W Edition) , The Complete Guide to Sony's Alpha 700 DSLR (B&W Edition) Gary Friedman, **The Complete Guide to Sony's Alpha 100 DSLR (B&W Edition)** Gary Friedman, 2006-01-01 The Friendly Manual with Professional Insights This comprehensive 398 page book explains every knob button and feature of the Sony A100 DSLR digital camera Generously sprinkled with insights and real world examples this clear manual was written in a way that is not condescending nor intimidating Get the most from your investment from a professional photographer who has used them Instantly downloadable pdf file also available for 19 95 at FriedmanArchives com ebooks **The Complete Guide to Sony's Alpha 560 and 580 Digital SLR Cameras , The Complete Guide to Sony's Alpha 300 and 350 Digital SLR Cameras** Gary L. Friedman, 2008 **The Complete Guide to Sony's Alpha 65 and 77 SLT Cameras B&W Edition Volume I** Gary Friedman, 2012-02-08 Love your new 24 megapixel wonder but having a hard time understanding all that it does Then this book is for you Written for the advanced user with tutorials and easy explanations in case you re not so advanced this easy to understand yet thorough guide provides a complete instruction manual which explains each feature in plain English and provides hundreds of visual examples as well There is no better way to learn about and get the most out of your camera More info at <http://friedmanarchives.com/alpha77> **The Complete Guide to Sony's Alpha 330 and 380 Digital SLR Cameras , David Busch's Sony Alpha a7C Guide to Digital Photography** David D. Busch, 2021-01-06 David Busch s Sony Alpha a7C Guide to Digital Photography is the most comprehensive resource and reference for Sony s ultra compact 24 megapixel full frame mirrorless camera The a7C packs large sensor image quality and low light performance into the world s smallest full frame camera with in body five axis image stabilization The perfect companion for travel photography under the most demanding conditions it s also fast enough for 10 frames per second action photography bursts and delivers the resolution the most demanding landscape or fine art photographer require With fast sensor based 693 point phase detect autofocus with real time face and eye tracking and 4K and full HD video capabilities the a7C has all the tools needed to take incredible still images and capture compelling movies and video blogs This book will show you how to master those features as you explore the world of digital photography and hone your creativity with your a7C Filled with detailed how to steps and full color illustrations David Busch s Sony Alpha a7C Guide to Digital Photography covers every feature of this camera in depth from taking your first photos through advanced details of setup exposure lens selection lighting and more and relates each feature to specific photographic techniques and situations Also included is the handy camera roadmap chapter an easy to use visual guide to the camera s features and controls Learn when to use every option and more importantly when not to use them by following the author s recommended settings for each menu entry With best selling photographer and mentor David Busch as your guide you ll quickly have full creative mastery of your camera s capabilities whether you re shooting on the job as an advanced enthusiast exploring full frame photography for the first time

or are just out for fun Start building your knowledge and confidence while bringing your vision to light with the Sony a7C

Sony Alpha DSLR-A300 / A350 Digital Field Guide Tom Bonner,2011-05-16 Spectacular photos begin with your Sony Alpha and this book With its Alpha A300 and A350 cameras Sony has blurred the distinction between introductory and advanced dSLRs With the expert advice in this book you ll learn to use every menu and control perfectly and gain insight into setting up and capturing shots that will amaze you Reach beyond the automatic settings and take control of exposure shutter speed white balance and every creative element that makes photography an art Part I explores using your Sony Alpha A300 or A350 straight out of the box Starting with an in depth look at the Sony Quick AF Live View System this part of the book also explores all the external controls explaining the purpose and function of each button dial and switch Understanding your camera s menu system is crucial to getting great results with the A300 or the A350 and of course the book will also teach you how to maneuver through all of your camera s menus You ll not only learn how to adjust each setting but when and why you should make each adjustment Chapter 3 gives a thorough explanation of basic photography fundamentals without overwhelming jargon and technical terms If you are a new photographer you will gain an appreciation of aperture shutter speed exposure ISO and white balance If you are an experienced photographer you ll find helpful tips and tricks for adjusting each of these key settings Interchangeable lenses are one of a dSLR s major strengths and that is true of both the A300 and A350 With so many lens options choosing auxiliary lenses for the A300 series can become overwhelming Chapter 4 helps you eliminate the mystery about which lenses to buy and gives you a full explanation of what to look for when evaluating a new lens With information on wide angle normal telephoto and macro lenses this chapter discusses the full Sony lens lineup and goes on to demystify the option of using Minolta lenses on the Sony Alpha Understanding light and light modifiers such as diffusers and reflectors is absolutely essential to getting great results from a dSLR In chapter 5 you ll find a complete discussion of lighting basics including the differences between continuous lighting and electronic flash The full array of light modifiers is outlined and the chapter goes on to explain the strengths and weaknesses of the proprietary Sony Minolta hot shoe design Naturally there is also a discussion of which flash units work with the A300 series Chapter 6 consists of a series of exercises designed to enhance your skills when shooting in a wide variety of photographic situations including everything from macro photography and black and white to high dynamic range portrait and travel photography Each topic is accompanied by numerous full color examples DSLR photography entails far more than just the camera and lens Once you fill your memory card with great images you will need to download catalog store and edit those images Chapter 7 takes you through a quick but informative tour of the software and hardware options available to simplify your digital workflow You will be exposed to the differences between RAW and JPEG images and you ll receive a thorough overview of your RAW processing options You also learn about sharpening and noise reduction software as well as the best editing applications *The Complete Guide to Sony's A6000 Camera (B&W edition)* Gary L. Friedman,2014-07-08 Written for one of the best travel

cameras ever made this comprehensive yet easy to understand guide for the Sony Alpha 6000 is written for the advanced user with tutorials and easy explanations in case you're not so advanced. In it, we provide a thorough guide which explains each feature in plain English and provides hundreds of visual examples as well. There is no better way to learn about and get the most out of your camera. Get the most out of your investment and enjoy learning more about it at the same time. A complete description, preview pages, and a table of contents can all be found on the author's website.

David Busch's Sony Alpha a6700/ILCE-6700 Guide to Digital Photography David D. Busch, 2024-04-02

David Busch's Sony Alpha a6700 ILCE 6700 is the most comprehensive reference and guide book available for Sony's flagship APS-C mirrorless camera. This enthusiast digital camera has a more powerful processor and upgraded autofocus with enhanced real-time tracking and advanced subject detection. Built-in 5-axis image stabilization allows sharp images hand-held even with slower shutter speeds. The a6700 ILCE 6700's fully articulated LCD swivels to face forward, making the camera excellent for self-portraits, vlogging, and other applications. The a6700 ILCE 6700 features a 26 megapixel sensor with 759 embedded phase detect pixels for lightning-fast autofocus at up to 11 frames per second and a powerful battery to extend shooting life. With an electronic shutter that provides a silent shooting option, stunning 4K UHD video capabilities, and exciting time-lapse photography, the a6700 ILCE 6700 is a versatile digital camera that's simple to use yet boasts features demanded by the most avid photo buff. With this book in hand, you will discover all the capabilities of the Sony Alpha a6700 ILCE 6700 as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a6700 ILCE 6700 describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera roadmap chapter, an easy-to-use visual guide to the a6700 ILCE 6700's features and controls. Learn when to use every option and more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast pushing the limits of your imagination, or are just out for fun. Start building your knowledge and confidence while bringing your vision to light with the Sony Alpha a6700 ILCE 6700.

Sony Alpha DSLR-A700 Digital Field Guide Alan Hess, 2008-06-02

The Sony Alpha DSLR A700 Digital Field Guide is filled with everything you need to know in order to take amazing photographs using your Sony Alpha A700 digital SLR camera. This full-color portable guide walks you through the essential controls, features, and functions of the A700 using step-by-step instructions and full-color images of each menu screen. This robust guide not only shows you how to adjust white balance, autofocus, exposure, and choose lenses; it also teaches you when and why you should adjust each of these key settings. The Sony Alpha DSLR A700 Digital Field Guide goes beyond camera settings to offer you a refresher

guide to the principles of digital photography covering the essentials of lighting composition and exposure Filled with amazing examples this book also presents a variety of tips and tricks to capturing portraits candids sports travel macro photography and much more *David Busch's Sony Alpha a7 IV Guide to Digital Photography* David D. Busch,2022-07-28 David Busch's Sony Alpha a7 IV Guide to Digital Photography is the most comprehensive resource and reference for Sony's long awaited 33 megapixel full frame mirrorless camera Capable of 10 frame per second bursts even at full resolution the a7 IV is fast enough for action photography and its enhanced dynamic range delivers the image quality that the most demanding landscape or fine art photographer requires This camera's remarkable low light performance fast sensor based phase detect autofocus with real time face and eye tracking in both still and movie modes and improved 5 axis in body image stabilization the a7 IV has all the tools needed to take incredible images This book will show you how to master those features as you explore the world of digital photography and hone your creativity with your a7 IV Filled with detailed how to steps and full color illustrations David Busch's Sony Alpha a7 IV Guide to Digital Photography covers every feature of this camera in depth from taking your first photos through advanced details of setup exposure lens selection lighting and more and relates each feature to specific photographic techniques and situations Also included is the handy camera roadmap chapter an easy to use visual guide to the camera's features and controls Learn when to use every option and more importantly when not to use them by following the author's recommended settings for each menu entry With best selling photographer and mentor David Busch as your guide you'll quickly have full creative mastery of your camera's capabilities whether you're shooting on the job as an advanced enthusiast exploring full frame photography for the first time or are just out for fun Start building your knowledge and confidence while bringing your vision to light with the Sony a7 IV *David Busch's Sony Alpha a6500/ILCE-6500 Guide to Digital Photography* David D. Busch,2017-04-24 David Busch's Sony Alpha a6500 ILCE 6500 Guide to Digital Photography is the most comprehensive reference and guide book available for Sony's advanced APS C mirrorless camera This eagerly anticipated enthusiast professional digital camera adds in body image stabilization a useful touch screen and better low light performance at up to ISO 51 200 It features a 24 megapixel sensor with 425 embedded phase detect pixels for lightning fast autofocus at up to 11 frames per second With an electronic shutter that provides a silent shooting option and stunning 4K UHD video capabilities the a6500 ILCE 6500 is a versatile digital camera that's simple to use yet boasts features demanded by the most avid photo buff With this book in hand you will discover all the capabilities of the Sony Alpha a6500 ILCE 6500 as you explore the world of digital photography develop your creativity and capture the best photographs you've ever taken

p1 margin 0 0px 0 0px 0 0px font 12 0px Times New Roman span s1 font 12 0px Times Filled with detailed how to steps and full color illustrations David Busch's Sony Alpha a6500 ILCE 6500 Guide to Digital Photography describes every feature of this sophisticated camera in depth from taking your first photos through advanced details of setup exposure lens selection lighting and more It relates each feature to specific photographic

techniques and situations Also included is the handy camera roadmap an easy to use visual guide to the a6500 ILCE 6500 s features and controls Learn when to use every option and more importantly when not to use them by following the author s recommended settings for every menu entry With best selling photographer and mentor David Busch as your guide you ll quickly have full creative mastery of your camera s capabilities whether you re shooting on the job taking pictures as an advanced enthusiast pushing the limits of your imagination or are just out for fun Start building your knowledge and confidence while bringing your vision to light with the Sony Alpha a6500 ILCE 6500 *Sony Alpha DSLR-A200 Digital Field Guide* Alan Hess,2008-11-26 Digital SLRs can be both exciting and intimidating Focus on the fun with this portable guide Clear explanations show you how to use every setting on your Sony DSLR A200 and make the most of the 10.2 megapixel CCD image sensor Super SteadyShot image stabilization dynamic range optimization and other top of the line features Refresh your knowledge of photography basics like composition shutter speed aperture and lighting explore creative suggestions and advice for photographing kids concerts wildlife even online auction items and learn the best ways to download view and print your photos **David Busch's Sony Alpha a68/ILCA-68 Guide to Digital Photography** David D. Busch,2016-12-15 **The Friedman Archives Guide to Sony's Alpha 9 (B&W Edition)** Gary L. Friedman,2017-09-17 The Sony A9 needs no introduction but if you re an owner of this incredible camera you probably could use a friendly hand explaining the myriad of options and settings In this book which is aimed at the professional shooter every function in Mr Friedman s famous approachable easy to understand yet technically thorough style All focusing exposure and video modes are clearly explained and many suggestions for combinations of settings that lend themselves to certain shooting situations are explained *Sony Alpha DSLR-A100 Digital Field Guide* David D. Busch,2007-03-06 On t p Alpha appears as the Greek letter **Sony Alpha SLT-A35 / A55 For Dummies** Robert Correll,2012-01-25 A practical step by step guide to Sony s most popular new dSLRs Sony s new a35 and a55 camera models offer a full range of dSLR features including pre sets and auto modes for beginners as well as full manual control over exposure and a unique translucent mirror option This friendly For Dummies guide gets new dSLR users up to speed and helps more experienced photographers take full advantage of the many options these cameras offer It covers all the basic camera controls and explains how to set up shooting modes shoot video master exposure and focus edit images and more Sony s a35 and a55 models offer a full range of dSLR features and a translucent mirror option this guide helps new and experienced photographers take full advantage of them all Covers setting up the camera using all the basic and advanced controls using auto mode and shooting video Explores controls that handle exposure flash focus and color and how to make these elements work to create a great photo Explains image playback review and basic editing Sony a35 a55 For Dummies gets you up and running with your new Sony dSLR quickly and helps you make the most of everything it has to offer *David Busch's Sony Alpha a6400/ILCE-6400 Guide to Digital Photography* David D. Busch,2019-07-26 David Busch s Sony Alpha a6400 ILCE 6400 Guide to Digital Photography is the most comprehensive

reference and guide book available for Sony's advanced APS-C mirrorless camera. This enthusiast digital camera has a more powerful processor and upgraded autofocus with enhanced real-time tracking and advanced Eye AF. Its new LCD swivels to face forward, making the camera excellent for self-portraits, vlogging, and other applications. The a6400 features a 24 megapixel sensor with 425 embedded phase-detect pixels for lightning-fast autofocus at up to 11 frames per second. With an electronic shutter that provides a silent shooting option, stunning 4K UHD video capabilities, and new time-lapse photography features, the a6400 ILCE 6400 is a versatile digital camera that's simple to use yet boasts features demanded by the most avid photo buff. With this book in hand, you will discover all the capabilities of the Sony Alpha a6400 ILCE 6400 as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a6400 ILCE 6400 Guide to Digital Photography describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera roadmap, an easy-to-use visual guide to the a6400 ILCE 6400's features and controls. Learn when to use every option and, more importantly, when not to use them by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast pushing the limits of your imagination, or are just out for fun. Start building your knowledge and confidence while bringing your vision to light with the Sony Alpha a6400 ILCE 6400.

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