

dxomark.com publishes RAW sensor performance data on Sony Alpha-series cameras

DxO Labs adds detailed measurements for three Sony Alpha-series models, the A700, the A300, and the A200, to its RAW-based Image Quality Database

Paris, France – March 10, 2009 – DxO Labs announces today the addition of RAW-based image quality data and DxOMark Sensor rankings on its popular www.dxomark.com website for three Sony Alpha-series cameras, the A700, the A300, and the A200.

“We have had these cameras for some time, but our preliminary tests showed that at the time of acquisition, the A700 made use of green-channel RAW noise reduction,” explained Nicolas Touchard, Vice President of Marketing, DxO Labs Image Quality Evaluation. “To ensure fair ranking on dxomark.com, we only score cameras that do not perform any sort of spatial signal filtering on the RAW signal. Since its latest firmware release (version 4) the Sony A700 no longer implements green-channel RAW processing, we are now able to publish all its dxomark.com sensor measurements and ranking, along with those of the A200 and A300, for the benefit of the photographic community.”

Visitors to the dxomark.com website will also find a newly-published review of the A700 which includes findings about the camera’s internal RAW processing implementation, as well as a new Insight, “medium-rare RAW”, which details the kind of RAW signal processing that may be built-into digital camera hardware or firmware.

About dxomark.com

Sponsored by DxO Labs, a company focusing on image processing technologies, www.dxomark.com is a free online resource that delivers key objective sensor performance metrics measured directly on the RAW image for a variety of cameras. As a result, dxomark.com makes it possible for the first time to assess the intrinsic quality of a camera before the impact of any RAW conversion and independent of its optics. The site also features a simple scale, DxOMark Sensor, for analyzing and comparing RAW image quality. The DxOMark Sensor scale is mapped to real-world photographic scenarios such as portrait, landscape, and action photography, ensuring that the scale is relevant to photographers.

dxomark.com’s goal is to serve the imaging community, particularly the photo press. Photography journalists and experts can now complement their analyses and reviews with an objective evaluation of intrinsic camera performance, regardless of optics or processing considerations.



FOR IMMEDIATE RELEASE

For more information, visit www.dxomark.com.

About DxO Labs

DxO Labs offers products and solutions ensuring excellence in digital imaging. The company develops and licenses patented intellectual property serving the entire digital imaging chain:

- For consumer electronics OEM/ODM (such as digital camera and camera phone vendors): embedded software and silicon architectures for real time still and video image processing;
- For imaging component suppliers (camera module manufacturers, sensor vendors, and processor vendors) as well as photography journalists and imaging experts: image quality evaluation and measurement tools;
- For serious and demanding photographers, PC and Mac solutions to enhance camera image quality.

For more information, visit the DxO Labs website at www.dxo.com

Press Contacts

dxomark.com Press Relations	Steven I. Rosenbaum
Nicolas Touchard	S.I.R. Marketing Communications, Inc.
+ 33 1 55 20 55 99 (France)	225 Main Street - Suite 203 - Northport, NY 11768
contact@dxomark.com	+ 1-631-757-5665 (USA)
	sir@sironline.com

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