

Sony Takes on Smartphone Camera Lenses

Written by Marco Attard
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Sony confirms rumours of odd "lens camera" smartphone accessories at IFA 2013, where reveals the QX Smart Lens series-- a pair of lens-style cameras (DSC-QX100 and DSC-QX10) one can clip to smartphones to improve their pet and lunch photos.



The Smart Lenses pack a Sony point-and-shoot camera minus viewfinder (zoom lens, image sensor, processor, battery, stereo microphones, memory card slots), and pair with a smartphone via wifi. Once connected, the mobile device becomes a real-time viewfinder through Sony PlayMemories app.

The lenses attach to most devices (54-75mm width, up to 13mm thickness), and can be remotely controlled for high-angle shots or selfies.

The DSC-QX10 is the more basic model, featuring an 18MP Exmor R CMOS sensor and 10x optical zoom. Meanwhile the DSC-QX100 effectively packs the innards of the Sony RX100M2 point-and shoot camera, with an identical 20MP Exmor R CMOS sensor and Carl Zeiss optics with 3.6x optical zoom.

Both models feature built-in Optical SteadyShot, BIONZ processor and a microSD/Memory Stick slot.

Will the pairing of point-and-shoot with smartphones result in success for Sony? We will know

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once the Smart Lenses hit the general market on end September 2013.

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