

Technology Review

QX10 redefines smartphone photography

By Jonathan Woon
Staff reporter

Ever been in a situation where smartphone cameras just weren't wide enough for selfies? If you have \$250 to spare and additional 3.703 oz. to lug around in your backpack, the Sony CyberShot QX10 is here to save you some frustration.

Sony recently released a brand new line of products called the lens-style camera. Its sole purpose is to reinvent the idea of smartphone photography. The term lens-style camera simply means that there is no on-camera LCD screen available for pre-viewing or reviewing images.

However, the selling point for the QX10 is its wireless connectivity to mobile devices.

After installing the free PlayMemories Mobile App from the app store, the QX10 will connect wirelessly to your smartphone, utilizing it as an LCD screen via its own WiFi network or NFC (near field communication). Unfortunately, if you are an iPhone user, your phone will not support the latest and greatest NFC technology but you will still be able to connect via WiFi.

Once captured, the image will

be saved on your phone memory and you can instantly share them on popular applications such as Instagram, Twitter, Facebook and email. You get the best of both worlds by having great quality images coupled with your favorite Instagram filters.

One of the selling points of the QX10 is its ability to work wirelessly without being mounted to the smartphone. This enables users to shoot from angles that aren't typically possible. Over-the-head shots and captures from down under become a possibility with the QX10.

You can hold the lens and point it at any direction you wish and preview it on your smartphone

“You can hold the lens and point it any direction you wish and pre-view it on your smartphone.”

with the other hand. Some people may deem this as cool or creepy.

Users can, of course, use the mount to attach the QX10 to the back of their smartphones replicating the feel of a point-and-shoot camera.

You may be curious to know if the QX10's image quality is indeed worth the \$250 investment. In terms of quality, the lens-style camera is basically the same Sony G series lens you would get on a Sony point-and-shoot. It boasts

an 18 megapixel sensor and an aperture of F/3.3 - f/8.0 with 10x optical zoom.

It is important to note that optical zoom means actual lens zoom with no quality loss compared to digital zoom which is nothing but a crop function found on smartphones.

It also has an ISO range of 100-12800 which will enable low-light selfies.

The simple answer to the question is yes, the QX10 indeed delivers as an upgrade from your smartphone camera.

For Instavideo addicts, the QX10 is capable of shooting full HD video at 1080p at 30 frames per second.

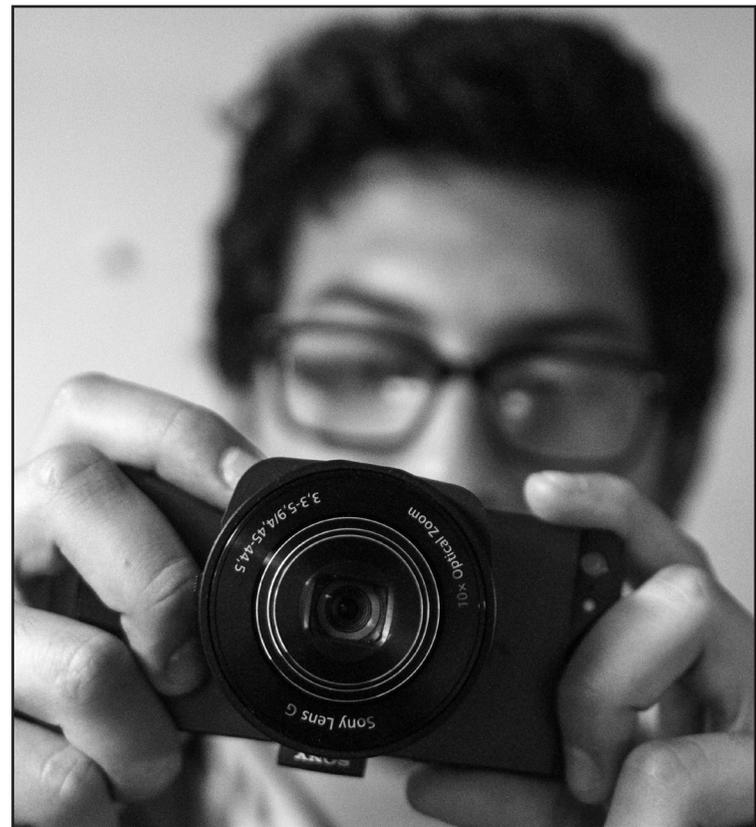
There shouldn't be any problems video documenting your food at crystal clear and fluid motion quality.

Despite the many features of the device, there are a few aspects where the QX10 lacks and could be improved. The first notable weakness is the user interface.

When connected via WiFi, the preview screen is slightly sluggish and could use some fixing especially in this no-lag age.

Another downside to this device is its build quality. I decided to lug this little device with me for a day to see how it fit in my messenger bag.

I find myself worrying over the device being sandwiched between my tablet, phone and iPod. This doesn't even include my laptop.



Eventhough the recently released Sony CyberShot QX10 can be set upright on the back of your smartphone, it can also be used wirelessly. This enables the photographer to shoot from any angle. (Jonathan Woon/Collegian photographer)

The build quality is cheap and feels flimsy when used.

The battery for the QX10 is also another concern. The 630mAh battery will only survive 225 shots.

This is three times worse than most standard smartphones available in the market.

In conclusion, the QX10 is an overpriced upgrade for your

smartphone camera.

With its solid black and gold color options, both Android and iOS users should feel stylish when sporting the QX10 on their smartphones.

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