

# HDVF-EL70/HDVF-EL75

HD Electronic Viewfinder

**SONY**  
make.believe



Sony is proud to introduce two models of a truly flexible 7.4-inch\* OLED HD color viewfinder - the HDVF-EL70 for studio cameras and the HDVF-EL75 for portable cameras.

These new viewfinders deliver striking high contrast, a wide dynamic range, and a high response time thanks to Sony's the very late Organic Light Emitting Diode (OLED) display technologies. In addition, they are packed with extremely useful features such as the Focus Assist function, and a position-adjustment mechanism with unprecedented flexibility.

These all-new viewfinders are designed for use with many HD camera models from Sony. Combining a state-of-the-art OLED panel with versatile functions, the HDVF-EL70 and HDVF-EL75 are remarkably powerful viewfinders.

\* 188-mm viewing area, measured diagonally.

## Key Features

- 7.4-inch quarter HD (960 x 540) OLED panel packed with advanced OLED display technologies
- Quick response for tracking and focusing on moving objects
- High contrast and wide dynamic range, thanks to OLED panel characteristics such as deep black color reproduction and high-peak brightness
- Incorporating a 10-bit panel driver, the OLED panel creates smoother-than-ever gradation from dark to bright portions
- Stable and long-term color reproduction with Sony's unique feedback circuit
- Focus Assist function supports accurate focusing
- Image Magnification function magnifies just the portion of the image that is in the viewfinder display
- Peaking Plus function enhances the edge of an object by color, area selected, or both
- Four assignable switches
- Waveform Monitor function
- Flexible position adjustment mechanism

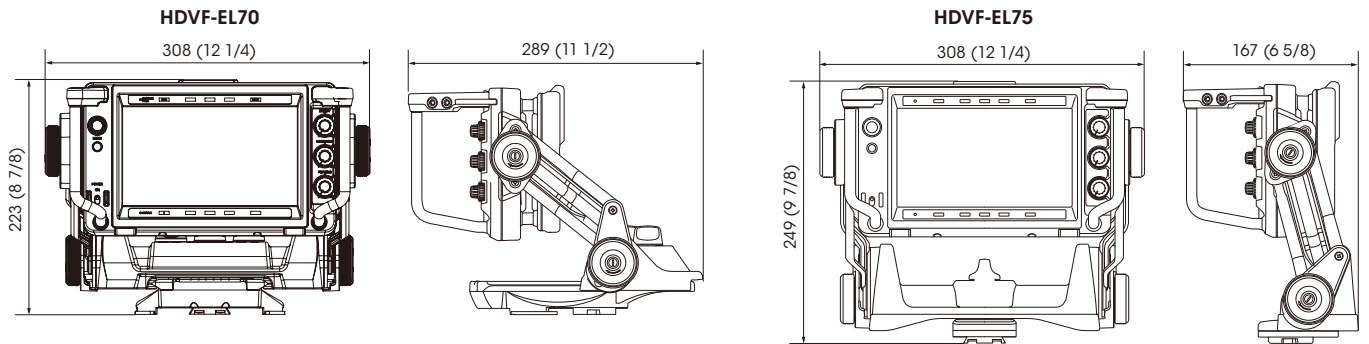
Variety of positions: HDVF-EL70



Variety of positions: HDVF-EL75



## Dimensions



Unit: mm (inches)

## Supported Formats

Effective scanning lines	Format
1080	23.98PsF
	24PsF
	25PsF
	29.97PsF
	30PsF
	50i
	59.94i
720	60i
	50p
	59.74p
	60p

## Specifications

	HDVF-EL70	HDVF-EL75
<b>General</b>		
Power requirements	10.5 V to 17.0 V DC (supplied by the camera)	
Power consumption	19.5 W	
Operating temperature	-20°C to +45°C (-4°F to +113°F)	
Mass	3.8 kg (8 lb 6 oz)	3.5 kg (7 lb 11 oz)
<b>Display unit</b>		
Panel	7.4-inch (188 mm) color OLED panel	
Effective picture size (H/V, 16:9 aspect ratio)	164 x 92 mm (6 1/2 x 3 5/8 inches)	
Effective pixels	960 (H) x 540 (V) x 3 (RGB)	
<b>Performance</b>		
Brightness (peak brightness, typical)	350 cd/m <sup>2</sup>	
Resolution	500 or more lines	
Color temperature	D65	
<b>Connectors</b>		
Camera connector	D-sub 25-pin (x1)	Round 20-pin (x1)
<b>Supplied accessories</b>		
	Indoor hood (x1), Number plate (x1), Cleaning cloth (x1), Operation manual (x1)	Indoor hood (x1), Number plate (x1), V-wedge shoe attachment (x1), Hexagonal wrench (x1), Socket head cap screws (x4), Cleaning cloth (x1), Connecting cable (x1), Operation manual (x1)
<b>Optional accessories</b>		
	VFH-790 Outdoor hood	

Distributed by

©2010 Sony Corporation. All rights reserved.  
 Reproduction in whole or in part without written permission is prohibited.  
 Features and specifications are subject to change without notice.  
 The values for mass and dimension are approximate.  
 "SONY" and "make.believe" are trademarks of Sony Corporation.

The HDVF-EL70 and HDVF-EL75 are produced at Sony United Kingdom Ltd.'s Pencoed Digital Technology Center, which has received ISO14001, the Environmental Management System certification.

