

## **New Sony Cyber-shot DSC-H1 Features 12x Optical Zoom and 2cm Macro Introducing the Ultimate Experience in Photographic Flexibility**

**Hong Kong, March 9, 2005** – Sony Corporation of Hong Kong Limited today announced the launch of its brand-new high-zoom Cyber-shot DSC-H1. With its diversification of the Cyber-shot series, Sony is dedicated to offering photography enthusiasts everywhere the widest possible assortment of digital cameras. The new DSC-H1 features a 12x optical zoom lens, a large 2.5-inch LCD plus 5.1 effective Mega Pixels Super HAD CCD, while image quality and response time are further augmented by the incorporation of Sony's Real Imaging Processor™, ushering in a stunning new photography experience with full flexibility.

Mr. Kunihiko Kawakita, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited said: "The brand-new Cyber-shot DSC-H1 represents the perfect integration of Sony's high-end digital imaging technology. It is designed to give photography enthusiasts the best of the best, and adds yet another smart choice of professional standard to our 2005 Cyber-shot series."

### **12x Optical Zoom Lens for Enhanced Flexibility**

Fully exploiting its exquisite Sony lens, the Cyber-shot DSC-H1 allows aperture settings of F2.8 to F3.7, and offers a 12x optical zoom together with 24x digital zoom and panoramic focal lengths at 36-432 mm. Photography enthusiasts interested in recording minute details in close-up shots will find the Cyber-shot's 2cm Macro capability particularly useful.

The DSC-H1 comes with a unique Super Steady Shot, an optical image stabilization, counteracts camera-shake to ensure sharp images every time, avoiding the influence of unsteady hands. This feature also facilitates low-light photography by allowing slower shutter speeds with reduced risk of image blur from camera-shake. The DSC-H1 is also equipped with a large 2.5-inch LCD screen with a resolution of 115K, providing instant review of all photographs even at high-zoom shot.

### **Manual Mode Plus Diversified Functionality**

The DSC-H1 also features manual modes including aperture/shutter priority and flexible auto focus for creative control of the image.

To ensure quality images, the DSC-H1 offers seven different pre-set scene modes, including 'twilight', 'twilight portrait', 'portrait', 'landscape', 'beach', 'candle', and 'high-speed shutter'. This wide selection covers a diversity of light environments and ensures a seamless photographic experience.

The new model also features the MPEG Movie VX Fine recording function, which offers consecutive recording of 30 frames per second at 640 x 480 pixels.

**Supporting Memory Stick / Memory Stick PRO and Built-in 32MB Memory**

In addition to supporting Memory Stick and Memory Stick PRO, the DSC-H1 also is equipped with a ready-to-use 32MB of internal memory for storing high-resolution photos conveniently.

**STAMINA for Maxi-batteries**

Sony's STAMINA applied in the new Cyber-shot DSC-H1 greatly enhances battery efficiency. Equipped with only two AA NiMH batteries, a maximum of 290 normal shots can be taken. Weighing at only 438g, the new model is a handy and durable choice for photography enthusiasts. As the model is also compatible with AA Alkaline batteries, any sudden drop in battery level will never affect users, ensuring a carefree photography experience.

**Supports HDPS-M10 for Hard Disk Photo Storage**

To cater to the needs of photography enthusiasts, Sony introduces the new HDPS-M10 HD Photo Storage of enhanced capacity. Featuring a built-in 2.5-inch hard disk of 40GB capacity and LCD display, the new HDPS-M10 supports Memory Stick (PRO/Standard), Memory Stick Duo (PRO/Standard), Compact Flash and Microdrive. With USB 2.0 High-speed interface and built-in Lithium-Ion battery, the HDPS-M10 is compatible with DSC-H1 for handy storage of high-resolution images.

Integrating Sony's VCL-DH0758 0.7x wide-angle lens, the VCL-DH1758 1.7x telephoto conversion lens and various filters, the DSC-H1 offers optimal photographic flexibility for every user's pleasure.

**Main specifications of the Cyber-shot DSC-H1:**

- 12x optical zoom and 24x digital zoom
- Super Steady Shot
- 5.3 Mega Pixels (5.1 effective Mega Pixels)
- Extra-large 2.5-inch LCD screen
- Built-in 32MB memory
- Full Manual mode
- MPEG Movie VX Fine high-quality continuous recording (640 x 480 pixels at 30 frames per second)
- 7 different scene modes
- Supports Memory Stick / Memory Stick PRO
- Compatible with VCL-DH0758 0.7x wide angle conversion lens, VCL-DH1758 1.7x telephoto conversion lens and various filters

**About Cyber-shot**

The Cyber-shot empowers consumers to capture, store and share special moments at work, at home and at play. Sony is committed to harnessing its knowledge and expertise in digital imaging to bring a combination of cutting-edge technology and user-friendly features to consumers, so that they can enjoy sensational shots anytime, anywhere. Sony offers a full range of digital still cameras - from compact point-and-shoot models to high-performance digital imaging tools and ultimate must-have fashion accessories - to complement the professional and social life of its customers.