

New Sony Cyber-shot Captures Still Images and Videos with Style

5.3 mega pixels Cyber-shot DSC-M2 features hybrid recording mode, slideshow and pocket album functions

Hong Kong, October 10, 2005 - Those looking for a camera that captures stunning still images and vivid digital videos will be pleased with the Sony Cyber-shot DSC-M2. Sony Corporation of Hong Kong Limited today announced the launch of the latest in a range of Sony cameras to feature hybrid recording function, which allows users to capture scenes before and after shooting a still image.

With this stylishly sophisticated two-in-one camera, photography enthusiasts can expect striking results and even greater versatility. The DSC-M2 comes with user-friendly controls and a unique swivel LCD for more flexibility and control when framing and shooting pictures. Adding to the versatility, the DSC-M2 is compact making it truly handy giving users the freedom and power to capture the moment as and when they see it, in a choice of two different recording modes.

2-in-1 Recording

Apart from its still image capabilities, the Cyber-shot M2 offers MPEG-4 (640x480 at 30 frames-per-second) video mode and a hybrid video mode that uses the camera's buffer to record 5 seconds of video before and 3 seconds after every still shot, ensuring users won't miss a crucial second when shooting still pictures.

Versatile Viewing Entertainment

The Cyber-shot M2's Pocket Album function saves up to 1,100 images (VGA size) in the camera's built-in memory stimulatingly when recording images on Memory Stick™, allowing users to create personal picture albums sorted by day and month.

Another new feature of the Cyber-shot M2 is the Slideshow + Movie mode, which plays back still images and movie clips stored in the Memory Stick or Pocket Album in a slideshow format. Consumers can choose from four different preset music tracks or upload their favourite tunes as a personalized soundtrack for their slideshows. The tempo of the slideshow can also be set at three different speeds – quick, normal and slow.

Designed for Instant Capture

The enhanced image functions of the Cyber-shot M2 reduce background noise and improve brightness in low-light conditions, so capturing every memory with the Cyber-shot M2 is a breeze even for casual photographers.

The Cyber-shot M2 also boasts a twist-and-turn grip design that allows the LCD panel to rotate 270 degrees, enabling users to frame everything from self-portraits to upside-down macro shots using just one hand. Designed for ease of use, the conveniently positioned shutter buttons on the camera's main control area help photographers shoot effortlessly

regardless of which way the LCD screen is facing. Weighing just 210g with battery, the Cyber-shot M2 is no larger than a clam-shell mobile phone, and is one of the lightest hybrid still and movie cameras in the market. With its compact frame and user-friendly features the Cyber-shot M2 is designed for instant capture and guaranteed to never let a moment go by unrecorded.

The DSC-M2 is supplied with the improved Picture Package version 1.2.1 software for upload of music tracks into the camera and video editing. It also includes the DVD burning software, Nero Vision Express 3 for sharing of pictures and videos.

Available in silver and pearly white, the Cyber-shot M2 will sell for HK\$3,690 by end of October and.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

Key specifications of the Cyber-shot DSC-M2:

BASIC FEATURES	
Pixels	Gross: 5.3 Mega Pixels Effective: 5.0 Mega Pixels
CCD	1/2.5" Super HAD CCD
Processor	Real Imaging Processor
Filter	Primary color filter
Zoom	3x Optical(6x Precision digital zoom)
Lens	Carl Zeiss Vario-Tessar
Aperture	F3.5-4.4
Focal Length	f=38-114mm (35mm equivalent)
Focusing Range	AF=500mm~∞ Macro AF=W:80mm~∞, T: 250mm~∞ Magnifying Glass Mode=10mm~200mm
Built-in Memory	57MB (Album area), 6MB (Music area)
Memory Stick	MS Duo/ MS PRO Duo
LCD	2.5" Hybrid LCD (123K dots)
Stamina	Approx. 210 pictures/ 105 min.
Exterior	Aluminum/ Plastic
USB terminal	USB 2.0 Hi-speed
MAIN FEATURES	

Photo Mode	Auto, P Auto, Scene Mode (Twilight, Twilight Portrait, Landscape, Snow, Beach, Fireworks, Candle, High Speed Shutter, Magnifying Glass Mode)		
Still Image Size	5M (2,592 x1,944) 3M (2,048 x1,536) 1M (1,280 x 960) VGA (640 x 480)		
AF Area	Multi Point AF (5 points), Center Weighted Spot, Spot AF		
AF Method	Monitoring		
AF Illuminator	Yes		
Light Metering	Multi Pattern, Spot		
Flash	Built-in Flash with advanced pre-flash		
Flash Mode	Auto, Forced Flash, No Flash, Slow Synchro		
Distance Limitation using Flash	0.1-2.6m(W), 0.5-2.1m(T)		
ISO Sensitivity Setting (Menu)	Menu, Auto / 64 / 100 / 200 / 400		
White Balance	Auto Daylight, Cloudy, Fluorescent, Incandescent, Flash		
Burst Mode	Burst, Multi Burst		
Histogram	Yes		
Red Eye Reduction	Yes		
Self Timer	Yes		
Movie	MPEG Movie 4TV		
OTHER FEATURES			
	<ul style="list-style-type: none"> - Pocket Album - Slideshow + Movie - Cyber-shot Station Supplied - PictBridge (USB Direct Print) - 14 Bit DXP - Multi Plug (DC-IN/ USB/ AV out) - InfoLITHIUM Battery: NP-FT1/ Stamina(CIPA): Approx. 210 shots 		
QUICK RESPONSE & STAMINA			
Quick Response	Start Up	Shutter Time Lag	Min. Recording Time Lag (max size)
Response	Approx. 1.5 sec.	Approx. 0.27 sec.	Approx.1.1 sec.
Stamina		Pictures	Movies
	NP-FT1	Approx. 210 shots	Approx. 105 min.
GENERAL INFORMATION			
Dimensions (W x H x D)	51.2 x 123.1 x 32.4mm		

Net weight	180g or 210g (including battery pack and media)
SUPPLIED ACCESSORIES	
	<ul style="list-style-type: none"> - Battery - InfoLITHIUM Battery NP-FT1 - AC Adapter - AC-LS5 - Cyber-shot Station UC-MB - AV Cable - USB Cable - PicturePackage ver.1.2.1. for DSC-M2 (with Music Transfer) - Nero Vision Express 3 - Wrist Strap