

# SONY

## Cyber-shot Digital Camera DSC-S730



DSC-S730

**Hong Kong, January 11, 2008** – Sony Corporation of Hong Kong Limited today introduced Cyber-shot DSC-S730, the latest addition to the Cyber-shot S Series. Compact, user-friendly and beautifully designed with a range of upgraded features including high sensitivity ISO 1250, the DSC-S730 presents a great-value entry point to the world of digital photography.

While it is remarkably affordable, the Cyber-shot DSC-S730 does not compromise on imaging quality. Images captured by its 7.2 effective mega pixels image sensor are crisp with superb detail – even when they are blown up to A3 size.

The Cyber-shot S730 enables users to grab clear, blur-free pictures without the aid of flash when shooting in low light or on cloudy days. Selecting “High Sensitivity” mode on the easy-to-adjust mode dial boosts sensitivity to ISO1250. This reduces image blur caused by camera shake, and enables clear images to be delivered in low-light conditions or when capturing fast-moving objects. In addition, the new multipoint auto-focus mode ensures pin-sharp images, even when the subject is not in the centre of the frame or moving.

The Cyber-shot S730 brings an easy and enjoyable shooting experience to beginners. The Function Guide and Menu Guidance features provide user-friendly assistance for shooting. Thanks to the 2.4-inch large TFT LCD screen and an on-screen Histogram mode that displays image brightness in graphical form, users can easily compose and fine tune the exposure settings to capture the best possible images. Also, touching a button can switch instantly to the Playback mode, making it easy to review photos on the LCD screen during shooting.

The DSC-S730 will be available exclusively at the Sony Style stores and Sony Style Online from the end of January 2008 at the suggested retail price of HK\$999. Additionally, customers can enjoy a package that includes the DSC-S730, a 1GB Memory Stick Duo and a carrying case at HK\$200 extra.

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

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## Specifications for Cyber-shot DSC-S730

Basic Specifications	
Model	DSC-S730
Pixels	Gross: approx. 7.4 Mega pixels Effective: approx. 7.2 Mega pixels
CCD	1/2.5" Super HAD CCD
Zoom	Optical Zoom: Approx. 3x Precision Digital Zoom: Approx. 6x Smart Zoom: Approx. 14x (VGA)
Lens	Sony
Aperture	(W) 2.8 – (T) 4.8
Focal Length	f = 5.8 – 17.4mm (35-105mm, 35mm equivalent)
Focusing Range	AF = W: Approx. 50cm ~ ∞ / T: Approx. 50cm ~ ∞ Macro AF = W: Approx. 5cm ~ ∞ / T: 35cm ~ ∞
Internal Memory	Approx. 22MB
Recording Media	Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO Duo (High Speed) / Memory Stick PRO-HG Duo
LCD	2.4" (112K dots) 4 :3 TFT
Stamina	Approx. 440 images (with optional NH-AA battery)
USB	AV Out, USB 2.0 Hi-Speed
Dimensions (W x H x D)	91.4 x 61.0 x 29.1 mm
Weight	140 g (excluding battery and media)
Main features	
Photo Mode	Auto / P Auto 7 Scene Selection Modes (High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach)
Still Image Size	7M (3,072 x 2,304) 7M 3:2 (3,072 x 2,048) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 (1,920 x 1,080) VGA (640 x 480)
Focus Mode	Multipoint AF / Centre Weighted AF
AF Mode	Single AF
Light Metering Mode	Multi Pattern / Centre / Spot
Shutter Speed	Auto (1/8 – 1/2000) / P Auto (1" – 1/2000)
ISO Sensitivity	Auto / 100 / 200 / 400 / 800 / 1250
EV Adjustment	From +2.0 to -2.0, by 1/3 EV step
Image Stabilizer	No
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent / Incandescent / Flash
Flash Mode	Auto / Forced Flash / Slow Synchro / Flash Off
Red Eye Reduction	Yes
Flash Range	ISO Auto: W: Approx. 0.5 – 3.5m / T: Approx. 0.5 – 2.0m ISO 1250: W: Up to Approx 6.9m / T: Approx. 3.9m
Pre Flash	Yes
Colour Mode	Normal / Rich / Natural / Sepia / B&W
Burst Mode	Yes
Maximum Number of	7M: 3 shots,

Continuous Shots	VGA: 64 shots
Recording File Format	DCF (Design Rule for Camera File System) Ver.2.0 DPOF (Digital Print Order Format) Ver.1.1
Image File Format	JPEG (Exif Ver.2.21) / AVI (Motion JPEG) movie (320x240, Approx. 30fps)
Zoom Magnification of Playback Mode	5x
User Interface	Mode Dial / Function Guide / Self Timer (2sec. / 10sec.) / Direct Playback Button / HOME button / MENU button / Image size / Delete button / PictBridge (USB Direct Print)
Other Features	Auto Review / Tripod receptacle