

Press Release

Where Style Meets Technology: Sony Introduces the Cyber-shot T300 Digital Camera *Intelligent Scene Recognition and Face Detection Technology with Child & Adult Recognition deliver excellent quality and effortless photo management*

Hong Kong, February 1, 2008 – Sony Corporation of Hong Kong Limited today announced the launch of Cyber-shot T300, the latest hero model of the highly popular Cyber-shot T Series. The 10 mega-pixel Cyber-shot T300 boasts a range of intelligent functions and digital imaging innovations by Sony, including the enhanced Face Detection and Intelligent Scene Recognition technologies, for shooting and sharing great pictures.

The enhanced Face Detection technology can now distinguish automatically between children and adults, adjusting exposure, skin tone and red-eye reduction for great portraits with super-quick subject tracking. By selecting the “child priority” Face Detection, the camera will automatically optimise the child’s face as the focal point in the photo.

For more fun when shooting, the Smile Shutter of the Cyber-shot T300 waits until the subject smiles before automatically firing the shutter. It is great for capturing relaxed portraits and special moments with young children who won’t always smile on demand. Used in conjunction with Face Detection, it can be primed to fire the shutter when either a child or adult smiles.

Adding to the brilliance of Face Detection is the D-range Optimiser Plus mode. Powered by the high-speed Sony BIONZ™ Image Processing Engine, the D-Range Optimiser adjusts exposure and contrast for natural-looking image results, especially in strongly backlit scenes where there is a risk of losing highlight and lowlight detail. The new D-range Optimiser Plus mode processes the brightness and contrast of each image region separately for even more life-like, balanced exposures as well as sharper faces.

In a Cyber-shot first, the T300 now features enhanced Intelligent Scene Recognition that takes the guesswork out of selecting the right camera settings in a range of common shooting situations. It senses ambient conditions and automatically selects the optimal setting from up to 5 different scenes. In Advanced mode, the camera takes two shots – one with standard automatic settings and the other with optimised settings – allowing you to pick your favourite.

Beginners who want to enjoy easy shooting with brilliant results can now turn to the T300. Its Easy Shooting mode automatically controls and locks most of the settings by intelligence so beginners can achieve accurate shooting at the touch of a button.

After shooting, the T300 makes it easy to keep track of all shots. New Date View mode displays the shots as thumbnail images on an on-screen calendar, while Favourites mode only displays shots selected by the user. In addition, Filter by Faces mode automatically sorts pictures containing children, babies and smiles.

The wonderful moments captured by the T300 will look even better in super-size as Slideshows with Music on any PhotoTV HD compatible **BRAVIA** LCD TV or the new Sony Digital Photo Frames DPF-V900 and DPF-D70. Connection is only one cable away to the

BRAVIA LCD TV and the photos can be viewed in Full HD quality with extraordinary detail and realism.

Available in a choice of couture silver, black and red finishes, the stylish T300 stands apart from other cameras with its svelte lines and daring vertical-format styling. Other standout features of the T300 include the large, widescreen 3.5-inch Clear Photo LCD Plus touch screen with an extremely high resolution of 230k dots, ideal for viewing photos or showing them off to friends. There is also a high quality Carl Zeiss Vario-Tessar lens with a powerful 5x zoom range that brings distant subjects closer with superb clarity.

In addition, the T300 features new colour modes including Real Colour mode and Underwater mode for marine packs. New In-camera Retouch functions include Happy Face and Unsharp Masking Effect.

The Cyber-shot T300 will be available from the middle of March 2008 the suggested retail price of HK\$3,390.

Pre-registration for the T300 runs from February 1 to 19, 2008 at the Sony Style stores, Sony Style Online and Sony 24-hour tele-sales hotline at 2345-2966. Preordering for the T300 starts from February 20 to March 6, 2008. Preordering customers will receive a 2GB Memory Stick Duo™ and a carrying case for free. Also, they can buy the InfoLithium battery NP-FD1 at HK\$100 extra.

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

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Specifications sheet for Cyber-shot DSC-T300

Basic specifications	
Model Name	DSC-T300
Number of pixels	Gross: Approx. 10.3 Mega pixels Effective: Approx. 10.1 Mega pixels
Processor	Bionz™ Image Processing Engine
Image Sensor	1/2.3" Super HAD CCD
Scan System	Interlace Scan
Zoom	Optical Zoom: 5x (Optical) Smart Zoom: 28x (VGA) Precision Digital Zoom: 10x Optical Zoom during movie recording
Lens	Carl Zeiss® Vario-Tessar®
F Number	F 3.5
Focal Length	f = 5.8 – 29.0mm (33 – 165 mm, 35mm equivalent)
Focus Range	AF = W: Approx. 8cm ~ ∞, T: Approx. 80cm ~ ∞, Macro AF = W: Approx. 8cm ~ ∞, T: Approx. 80cm ~ ∞ Close Focus Enabled = W: Approx. 1cm ~ ∞, T: Approx. 20cm ~ ∞
Internal Memory *Tentative	Approx. 15MB
Recording Media	Memory Stick Duo™ / Memory Stick PRO Duo™/ Memory Stick PRO Duo™ (High Speed) / Memory Stick PRO-HG Duo™
LCD Monitor	3.5" (230K dots) 16:9 Clear Photo LCD Plus
Finder	No
Stamina	Approx. 260 images
Body Material	Metal
USB	AV Out (AV/USB/DC) USB 2.0 Hi-Speed
Dimensions (W x H x D)	94.0 x 59.3 x 21.4 mm
Net Weight	149g (excluding battery and media)
Main features	
Shooting Mode	Auto mode Easy Shooting mode Program Auto mode Movie mode 15 Scene Selection Modes: Auto Adjustment / Easy Shooting / Program Auto / Movie / High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks / High Speed Shutter / Smile Shutter / Underwater
Still Image: Number of recorded pixel	10M (3,648 x 2,736) 3:2 (3,648 x 2,432) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 - 7M (3,648 x 2,056) 2M (1,920 x 1,080) VGA (640 x 480)
Focus Mode	Multipoint AF (9 points) / Centre-weighted AF / Semi manual / Spot AF / Preset (1.0m / 3.0m / 7.0m / Unlimited Distance)
AF Mode	Single AF / Monitoring AF

Light Metering Mode	Multi Pattern / Centre-weighted / Spot	
DRO	Off / Standard / Plus	
Shutter Speed	P Auto (1" – 1/1000)	
NR Slow Shutter	Yes (Shutter speed of 1/3 sec or slower)	
ISO Sensitivity (REI)	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200	
EV Adjustment	From +2.0 to -2.0, 1/3 step	
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash	
Underwater White Balance	Auto / Underwater1 / Underwater2 / Flash	
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro	
Red-eye Reduction	Auto / On / Off	
Face Detection	Mode	Off / Auto / Child / Adult
	Max. number of detectable faces	8
	Shooting mode	Auto P Auto Scene Selection(Twilight Portrait / Snow / Beach / High Sensitivity / Soft Snap / Smile Shutter)
Colour Mode	Normal / Vivid / Sepia / B&W	
Burst Mode	Yes	
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) / MPEG1	
Zoom Magnification of Playback Mode	8x	
Movie Format	VX Fine (640 x 480, approx. 30fps) VX Standard (640 x 480, approx. 16.6fps) Presentation(320 x 240, approx. 8.3fps)	
Interface		
New Interface	New In-Camera Retouching: Unsharp Masking and Happy Face (Other In-Camera Retouching: Trimming, Red-Eye Correction, Soft Focus, Cross Filter, Partial Color, Fish-eye Lens, Retro and Radial Blur), New Slideshow with music (Effect: Simple, Basic, Active, Nostalgic, Stylish, Face1-3 / Music:8)	
Standard Interface	Multi Resizing, Wide Zoon display (when connected to TV), Function Guide, Auto Daylight Synchro, Self Timer (2sec./ 10sec.) , Grid Line, Auto Review(2sec.), Auto Orientation (On / Off), Hand Shake Alert, DPOF, PictBridge (USB Direct Print), USB Mode (Auto / Mass Storage / PictBridge / PTP, MTP), Multi Terminal(DC-in / USB / AV out), MS Duo™ Slot, Tripod Receptacle, Info LITHIUM Battery NP-FD1 Compatible	
Others		
Battery System	Lithium ION Battery NP-BD1	
Supplied Accessories	Lithium ION Battery <NP-BD1>, Battery Charger <BC-CSD / BC-CSDB / BC-CSDC>, Multi Connector (USB / AV-out), Wrist Strap (JE3/E32/E33), Supplied Software: Picture Motion Browser (Ver.3.0)	