



Press Release

Sony Unveils “S-Frame” Digital Photo Frames and “Picture Station” Digital Photo Printers

Providing excellent photo solutions for sharing fun and memories

Hong Kong, February 1, 2008 – Sony Corporation of Hong Kong Limited today added two “S-Frame” Digital Photo Frames – the DPF-V900 and DPF-D70, and three “Picture Station” Digital Photo Printers – the DPP-FP95, DPP-FP75 and DPP-FP65 to its Digital Imaging product family. The Digital Photo Frame DPF-V900 and Digital Photo Printer DPP-FP95 feature High Definition (HD) output and deliver incredible picture quality with extraordinary detail and realism.

“The new Sony digital photo frames and digital photo printers offer great viewing platforms for users to maximise enjoyment of beautiful images taken with their α Digital SLR camera or Cyber-shot™ digital camera,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “In addition to enjoying images on the **BRAVIA** LCD TV and VAIO personal computer, users can also share memories of special moments in amazing high-definition quality with the Sony digital photo frame and digital printer.”

Stylish Digital Photo Frames DPF-V900 and DPF-D70

“S-Frame” Digital Photo Frame DPF-V900 is equipped with a 9-inch 1,152k dots Clear Photo LCD monitor with remarkable colour reproduction and excellent image quality. This digital photo frame features a minimalist design, making it a perfect decoration accessory for the modern home. The photos displayed are detailed, realistic with vivid colours and high contrast. Thanks to the Sony-developed BIONZ™ Image Processing Engine, the DPF-V900 can decode digital images in a speedy manner so users do not have to wait for image loading.

With the DPF-V900, users can enjoy HD photo viewing in super-size on the **BRAVIA** HD LCD TV via the HDMI terminal. Photo slideshows will start automatically once the photo frame is powered on. And the auto-orientation sensor will display photos vertically or horizontally according to the orientation of the photo frame. Users can also switch among different functions hassle-free with a remote control. At one touch of the “View Mode” button, users can choose their favourite viewing mode among single photo, index, slideshow and clock display.

Both the DPF-V900 and DPF-D70 are compatible with PC and various memory cards including Memory Sticks™, SD cards and xD-Picture cards. The DPF-V900 can also operate with an optional Bluetooth adaptor. With its “S-Frame” digital album supported by 512 MB internal memory, users can select their favourite photos from different sources, transfer and store up to 1,000 photos on the photo frame. The DPT-D70 is equipped with 256 MB internal memory for storing up to 500 photos.

User-friendly Digital Photo Printer DPP-FP95/FP75/FP65

The new Sony digital photo printer DPP-FP95 is PhotoTV HD compatible. This means users can enjoy slideshows, image processing and printing operation in HD format handily on the **BRAVIA** Full HD LCD TV through the HDMI terminal.

The DPP-FP95 incorporates Sony's BIONZ™ Image Processing Engine to process high-resolution images at high speed. Moreover, the BIONZ™ Image Processing Engine also speeds up Auto Touch-up effects for skin smoothing, red-eye correction, exposure correction and focus correction.

The DPP-FP95 features Layout Print and ID Photo functions. Users can also experiment with their creativity through creative printing formats offered by these two digital printers, including scrapbook, frame, stamp, template calendar, and superimpose for producing customised calendars and greeting cards.

All Sony's digital photo printers adopt the dye sublimation technology. This technology applies layers of colour dye to create continuous tone images that realise rich colour and smooth gradations to reproduce vivid colour on the photo prints. In the final step of the printing process, a unique Sony-developed lamination is applied to protect the photos from colour shift and fading. This lamination also enables the photo prints to be water, heat and fingerprint resistant.

The digital photo printers DPP-FP95, DPP-FP75 and DPP-FP65 possess user-friendly and large buttons for easy operation. The DPP-FP95 comes with a 3.6" tilt-adjustable Clear Photo LCD, while the DPP-FP75 and DPP-FP65 are equipped with 3.5" and 2.4" TFT LCDs respectively. The large LCD monitors enable users to check all details before printing. By connecting the printers to a CEC-compatible TV, users can comfortably operate the printing process on a large TV screen with a remote control.

The Sony digital photo frames DPF-V900 and DPF-D70 will be available from end of April 2008 at the suggested retail prices of HK\$1,990 and HK\$1,390 respectively.

Pre-registration for the Digital Photo Frame DPF-D70 runs from February 1 to March 6, 2008 at the Sony Style stores, Sony Style Online and Sony 24-hour tele-sales hotline at 2345-2966. Preordering for the Digital Photo Frame DPF-D70 special package with 1GB Memory Stick and cleaning cloth runs from March 7 to 27, 2008.

The Sony digital photo printers DPP-FP95/FP75/FP65 will be available from the end of April.

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

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on www.sony.com.hk

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Specifications for Sony Digital Photo Frames DPF-V900 and DPF-D70

Specifications		
Model	DPF-V900	DPF-D70
LCD Screen		
LCD Panel size	9"	7"
Actual Viewing area size (W x H)	187 x 112 mm	152.4 x 91.44 mm
LCD panel resolution	Wide VGA 800 x 480 (viewing area 750 x 480)	Wide VGA 800 x 480 (viewing area 800 x 480)
LCD total dot number	1,152K dots (800RBG x 480)	
Maximum viewable number of color	262,144 colors	
Clear Photo LCD	Yes	
Aspect Ratio	15:9	
Contrast	400 (Typ.)	-
Compatible Photo Data Format		
File System	FAT12/16/32	
Available File format	DCF format	
Maximum file number of image file to handle	9,999	
JPEG	DCF Ver2.0 compatible, Exif Ver2.21 compatible, JFIF (Baseline JPEG with 4:4:4, 4:2:2, or 4:2:0 formats)	
Maximum pixels available to decode	Up to 8,000 x 6,000 (48 mega pixels)	
Maximum file size available to decode	100MB	
Internal Memory		
Internal Memory capacity	512MB	256MB
Capacity for photo image area	400MB	200MB
Maximum number of photo stored internal memory	1,000	500
Other	Copy from memory card to internal memory, Copy from internal memory to memory card	
Playback		
Still Image Playback	Yes	
Placement supported	Landscape, Portrait, Auto Orientation	
Slideshow Playback	Yes (10 patterns)	
Index Playback	Yes	
Clock & Calendar Playback	Yes (3 designs)	
Image display setting	Yes (Fit to screen / Full Image)	
AUTO TOUCH-UP	Yes (MENU: Red-eye, Backlight Focus, Smooth Skin)	No
Rotate image	Yes (MENU: Auto / Manual)	
Zoom (+)	Yes	
Zoom (-)	Yes	
Delete	Yes	
Interface, Jacks, Buttons		
Direct Memory Card Slots ^{*8}	"Memory Stick PRO" (Standard / Duo), SD card (SD / mini SD), CF card, xD-picture card	

Compatible Memory Card		Memory Stick, Memory Stick Duo, Memory Stick PRO, Memory Stick PRO Duo, HighSpeed Memory Stick, HighSpeed Memory Stick Duo, Memory Stick Micro (M2) (with optional adaptor), MagicGate Memory Stick, MagicGate Memory Stick Duo, Memory Stick PRO-HG Duo (8-bit parallel transfer of Memory Stick PRO-HG Duo is not supported), SD card, mini SD card (with optional adaptor), micro SD card (with optional adaptor), SDHC card, mini SDHC card (with optional adaptor), micro SDHC card (with optional adaptor), MMC, RS-MMC, MMC Plus, Compact Flash Type I, Compact Flash Type II, Microdrive (MicroVault), xD-picture card, xD-picture card Type M, xD-picture card Type H	
USB for External device connection	USB (Type A, 2.0 full speed) x 1 for DPPA-BT1 and USB Mass Storage Class Device	No	
USB for PC connection	USB (Type B, 2.0 full speed) x 1		
HDMI Output	Yes	No	
Buttons on Body	"Power", up arrow, down arrows, enter, "Menu", "View Mode"		
Remote control	Yes "Power", right arrow, left arrow, up arrow, down arrow, enter, menu, cancel, View Select, My Favorite		
DC-in jack	Yes (for AC-L200)	Yes (for AC-LP12V1, P12V2, P12V3, P12V4, P12V5, P12V6)	
Bluetooth Communication			
Bluetooth capability	Yes, Require optional DPPA-BT1	No	
Communication system	Bluetooth Specification Version 2.0 + EDR		
Supporting Profile	OPP(Server), BIP(Image-Push Responder)		
Compatible Data Format	JPEG		DCF Ver2.0 compatible, Exif Ver2.21 compatible, JFIF* *Baseline JPEG with 4:4:4, 4:2:2, or 4:2:0 formats
	TIFF		Exif Ver2.21 compatible
	BMP		1, 4, 8, 16, 24, 32bit Windows format
Maximum pixels available to print	Up to 8,000 x 6,000 (48 mega pixels)		
Power			
Power consumption	Approx. 12W (maximum), 8.5W (Full Screen Display mode)	Approx. 7.7W (maximum)	
Power	DC8.4V, 1.7A	DC12V, 1.2A	
AC adaptor	AC-L200, AC100-240V (50Hz/60Hz), 0.35-0.18A	AC-LP12V1, P12V2, P12V3, P12V4, P12V5, P12V6, AC100-240V (47-63Hz), 0.48A(MAX)	
Others			
Dimensions (W x H x D)	Approx. 245 x 162 x 38.5mm	Approx. 207 x 137 x 38.5mm	
Weight (without AC adaptor)	Approx. 800g	Approx. 550g	
Logo ON/OFF	Yes (MENU: ON / OFF / Auto Off)		
Compatibility	Photo TV HD, BRAVIA Sync.	No	
System Requirement			
PC	IBM PC/AT or Compatible (NEC PC-98 series computers and compatible models are not guaranteed.), Macintosh		

USB Port	Optional USB cable (Type A-B, within 3m) to connect to the computer	Optional USB cable (Type B, within 3m) to connect to the computer
Operating System	Microsoft® Windows Vista™, Windows® XP Professional, Windows® XP Home Edition, Windows® 2000 Professional(Service Pack 3 or later), pre-installed Macintosh Mac OS X (10.4 or later)	

Specifications for Sony Digital Photo Printers DPP-FP95 / FP75 / FP65

Specifications				
Model		DPP-FP95	DPP-FP75	DPP-FP65
Printing Technology	Dye Sublimation (Y/M/C/O)			
Color Resolution	256 levels x 3 colors			
Resolution	300x300 dpi (Equivalent to 3 colour ink-jet 4800 x 4800 dpi * ¹) (Equivalent to 6color ink-jet 3810 x 3810 dpi * ²) (* ¹) when using 16 x 16 matrix, 300 x 16 = 4800 dpi (* ²) when using 12.7 x 12.7matrix, 300 x 12.7 = 3810 dpi			
Compatible Print Media	P size 101.6 x 152.4mm (4x6")	SVM-F40P, F120P		
Compatible data formats	JPEG	DCF Ver2.0 compatible, Exif Ver2.21 compatible, JFIF (Baseline JPEG with 4:4:4, 4:2:2, or 4:2:0 formats)		
	TIFF	Exif Ver2.21 compatible		
	BMP	1, 4, 8, 16, 24, 32bit Windows format		
	Maximum pixels available to print	Up to 8,000 x 6,000 (48 mega pixels) (Excluding some images in Index Print and Creative Print)		
Print Speed	Memory Card	Approx. 45 seconds	Approx. 63 seconds	
	PictBridge	Approx. 58 seconds	Approx. 63 seconds	
	PC	Approx. 45 seconds	Approx. 60 seconds	
	Print Speed = Time between pressing "Print" button and finishing print. (There may be cases in which the print speed varies depending on the device, image data size or format, memory card type, application setting, and use conditions.)			
Paper Tray Capacity	Max 20 sheets (Automatic paper feeding)			
LCD Display	3.6" Clear Photo LCD	3.5" TFT LCD	2.4" TFT LCD	
LCD total dot number	230,400 dot (320RGB x 240)	230,400 dot (320 RGB x 240)	112,320 dot (480 x 234)	
LCD backlight	Yes (Bright or Dark)	-		
Bionz™ Imaging Processing Engine	Yes	-		
SuperCoat2	Yes			
Interface / Jacks	Direct Media Slots	MemoryStick PRO™ (Standard, Duo), CF Card, SD Memory Card, xD-Picture Card	MemoryStick PRO™ (Standard, Duo), SD Memory Card, xD-Picture Card	
	Compatible memory card	Memory Stick, Memory Stick Duo, Memory Stick PRO, Memory Stick PRO Duo, HighSpeed Memory Stick, HighSpeed Memory Stick Duo, Memory Stick Micro (M2) (with optional adaptor), MagicGate Memory Stick, MagicGate Memory Stick Duo, Memory Stick PRO-HG Duo(8-bit parallel transfer of "Memory Stick PRO-HG Duo" is not supported), SD card, mini SD card (with optional adaptor), micro SD card (with optional adaptor), SDHC card, mini SDHC card (with optional adaptor), micro SDHC card (with optional adaptor), MMC, RS-MMC (with optional adaptor), MMC Plus, xD- Picture Card, xD-Picture Card Type M, xD-Picture Card Type H		
		Compact Flash Type I, Compact Flash Type II, Microdrive (MicroVault)	-	

	USB for External connection	USB (Type A, 2.0 full speed) x1 for PictBridge™, DPPA-BT1 and USB Mass Storage Compatible Device	USB (Type A, 2.0 full speed) x1 for PictBridge™, DPPA-BT1 and USB Memory
	USB for PC Connection	USB (Type B, 2.0 full speed) x1	
	Operation Button	"Power", right arrow, left arrows, up arrow, down arrow, enter, "+": enlarge, "-": reduce/Index, "Menu", "Enter", "Cancel", "Auto Touch-Up", "Print"	"Power", right arrow, left arrows, up arrow, down arrow, enter, "Menu", "Cancel" "Red-eye Correction", "Print"
Power Consumption		Approx. 83W (MAX)	Approx. 72W (MAX)
Power	AC	100-240V (50/60Hz)	
Application Software		Yes (Picture Motion Browser)	
Print Driver		Yes	
Other features		<ul style="list-style-type: none"> - AUTO TOUCH-UP: (Exposure correction by using Dynamic Range Optimizer with face detection, Focus Correction, Auto red-eye correction and Skinsmoothing) - Creative Print (ID Photo, Superimpose, Calendar, Layout, Scrapbook, Frame, Stamp) - Edit Function (Enlarge/Reduction, Rotate, Brightness, Saturation, Tint, Sharpness, Filter, Red-eye Correction) - Borderless print, Border print, Date print, Date/Time print - Thumbnail display (Standard, Date View) - Auto Fine Print 5 - Slideshow (Auto: Simple and Creative, Manual) 	<ul style="list-style-type: none"> - Red-eye Correction (with independent button) (Auto red-eye correction) - ID Photo, Layout Print - Borderless print, Border print, Date print - Thumbnail display (DPP-FP75 : 16 images) (DPP-FP65 : 9 images)
Body Size (W x H x D) / Weight		<u>DPP-FP95:</u> Size: Approx. 180 x 65 x 137mm (including handle: Approx. 180 x 67 x 149mm)	<u>DPP-FP75:</u> Size: Approx. 180 x 66.8 x 137mm (including handle: Approx. 180 x 66.8 x 148.5mm) Weight: Approx. 1.1kg (without paper tray, ink ribbon, AC

	<p>Weight: Approx. 1.2kg (without paper tray, ink ribbon, AC adaptor)</p>	<p>adaptor)</p> <p><u>DPP-FP65</u> :</p> <p>Size: Approx. 180 x 65 x 137mm (including handle: Approx. 180 x 72 x 148.5mm) Weight: Approx. 1.0kg (without paper tray, ink ribbon, AC adaptor)</p>
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