

Press Release

Sony Enhances Cyber-shot Digital Camera W and H Series with Two New Models
DSC-W300 features a titanium coating with up to 13.6 mega pixels and high sensitivity of ISO6400, DSC-H50 offers powerful Carl Zeiss 15x optical zoom lens for distant shooting

Hong Kong, April 8, 2008 – Sony Corporation of Hong Kong Limited today launched the new top-of-the-range models from the Cyber-shot digital camera W and H series. The Cyber-shot DSC-W300 and DSC-H50 combine Sony's advanced imaging technologies and powerful features to meet creative needs of users who require enhanced performance along with a quality feel and design.

Cyber-shot W300

The DSC-W300 is the most technically advanced Cyber-shot W series camera ever available. Its slim beautifully-styled body features a scratch resistant titanium coating that is around five times tougher than anodized aluminium. And the unique texture of the titanium coating makes a bold design statement.

The Cyber-shot W300 incorporates Sony's 1/1.7-inch Super HAD CCD with an extremely high resolution of 13.6 effective mega pixels, allowing for detail-packed enlargements to A3 size and beyond. Optical performance is further assured by the top-quality Carl Zeiss Vario-Tessar zoom lens with 3x optical zoom. The Cyber-shot W300 excels at capturing crisp, clear images in low light conditions thanks to an incredibly high sensitivity of ISO6400. Coupled with Sony's original Clear RAW Noise Reduction and Super Steady Shot image stabilisation, the camera produces excellent results without a tripod in dimly-lit twilight scenes.

The Cyber-shot W300 features the improved Face Detection technology to adjust exposure and skin tone for great-looking portraits in addition to the ability to distinguish automatically between children and adults with faster tracking. To ensure happy faces in every photo, Smile Shutter waits until the subject smiles before firing the shutter.

The large, bright 2.7-inch Clear Photo LCD offers outstanding resolution (230k dot) and contrast for framing and viewing shots in any environment. The camera also comes with an optical viewfinder to provide a convenient alternative to framing shots with the LCD screen. Powered by the BIONZ™ Image Processing Engine, the D-Range Optimiser adjusts exposure for natural-looking results with backlit scenes where there is a risk of losing highlight and shadow detail.

Connecting the Cyber-shot W300 to any PhotoTV HD compatible **BRAVIA** LCD TV delivers even more incredible picture quality on the super size screen. Intelligent Scene Recognition takes the guesswork out of selecting the right camera settings in a range of common shooting situations. A choice of in-camera retouching functions makes it easy to fine-tune images with no need for a PC.

Cyber-shot H50

The feature-packed Cyber-shot H50 combines superlative imaging quality with extensive manual functions for precise creative control over your images. Sony's 1/2.3-inch Super

HAD CCD with 9.1 effective mega pixels and the powerful Carl Zeiss Vario-Tessar 15x zoom lens make the camera ideal for travel and other situations when you want crisp, clear close-ups without the need of getting close to the subject.

The Cyber-shot H50 inherits the design concept of Sony **α** Digital SLR cameras with the look of a quality instrument thanks to a scratch resistant, UV hard-coat finish. In addition to an electronic viewfinder, the camera features a large, high-contrast 3-inch Clear Photo LCD Plus screen that can tilt up or down to add an extra dimension of creative freedom when framing shots at any angle.

Powered by Sony's responsive BIONZ™ Image Processing Engine, enhanced Face Detection can identify and focus on up to eight faces in a scene, automatically adjusting focus and exposure for clear portraits. It is complemented by Smile Shutter that ensures smiling faces are captured in the frame.

Sony's Double Anti-Blur system captures more atmospheric, natural-looking images without flash when you are indoors or short of natural light. A high sensitivity of up to ISO3200 plus Super SteadyShot optical image stabilisation for crisper handheld shots – an extra benefit for shooting night views when camera shake is often a problem. The powerful BIONZ™ Image Processing Engine now allows user control over noise reduction in three selectable steps to suit the creative needs of any scene.

The Cyber-shot H50 also incorporates the D-Range Optimiser (DRO) with a new DRO Plus mode to analyze individual regions of each image for even better results with strong highlights and dark shadow detail. Ideal for action-packed moments, advanced Sports Shooting mode combines a very high shutter speed with continuous predictive autofocus to freeze fast-moving subjects with reduced shutter lag.

Extra creative control is provided with Bracket Shooting mode that captures three images with different exposure, white balance or colour mode settings. Photo enthusiasts will also appreciate a choice of five in-camera colour filter effects that offers increased control without the need to invest in glass filters. Slide shows in HD¹ and PhotoTV HD add more fun to sharing photos with the family and friends.

The Cyber-shot DSC-W300 and DSC-H50 are available from the end of April 2008 at the suggested retail prices of HK\$2,990 and HK\$3,490 respectively.

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

¹ With optional HD output adaptor cable

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 sheet for Cyber-shot DSC-W300

Basic specifications	
Model	DSC-W300
Pixels	Gross: Approx. 13.9 Mega pixels Effective: Approx. 13.6 Mega pixels
CCD	1/1.7" Super HAD CCD
Processor	BIONZ™ Image Processing Engine
Scan System	Interlace scan
Zoom	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 6.6x (16:9 2M) 19x (VGA)
Lens	Carl Zeiss® Vario Tessar®
F Number	F2.8(W)-5.5(T)
Focal Length	f = 35-105mm (35mm equivalent)
Focusing Range	AF = W: Approx. 5cm ~ ∞, T: Approx. 50cm ~ ∞ Macro AF = W: Approx. 5cm ~ ∞, T: Approx. 34cm ~ ∞
Internal Memory	Approx. 15MB
Recording Media	MS Duo / MS PRO Duo / MS PRO Duo (High Speed) / MS PRO-HG Duo
LCD	2.7-inch (230K dots) 4:3 TFT LCD
USB	USB 2.0 Hi-Speed
Dimensions (W x H x D)	91.8 x 59.2 x 22.3 mm
Net Weight	141g (excluding battery and media)
Main features	
Photo Mode	Auto, Easy Shooting, Program Auto, Movie, Scene Selection (Smile Shutter / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks / High Sensitivity / EX High Sensitivity / EX High-Speed Burst / Underwear)
Still Image Size	13M (4,224 x 3,168) 3:2 (4,224 x 2,816) 8M (3,264 x 2,448) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 10M (4,224 x 2,376) 2M (1,920 x 1,080) VGA (640 x 480)
Focus Mode	Multipoint AF (9 points) / Centre-weighted AF / Spot AF / Semi manual (0.5m / 1.0m / 3.0m / 7.0m / Unlimited Distance)
AF Mode	Single AF / Monitoring AF
AF Illuminator	Auto / Off
Light Metering Mode	Multi Pattern / Centre-weighted / Spot
Shutter Speed	Auto (1/4 – 1/2000) / P Auto (1" – 1/2000) / Manual (30" – 1/1000)
NR Slow Shutter	Yes (Shutter speed of 1/3 sec or slower)
ISO Sensitivity Setting	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200
EV Adjustment	From +2.0 to -2.0, 1/3 step
Histogram Indicator	Yes
Image Stabilizer	Optical Super SteadyShot™
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / 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)
D-Range Optimizer	Off / Standard / Plus	
Color Mode	Normal / Vivid / Sepia / B&W	
Auto Bracketing	AE (± 0.3 EV / 0.7EV / 1.0EV)	
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	VX Fine (640 x 480, approx. 30fps) VX Standard (640 x 480, approx. 16.6fps) QVGA (320 x 240, approx. 8.3fps)	
Others		
User Interface	Mode Dial, Function Guide (icon guidance, mode guidance, image size menu guidance), Histogram Indicator, Direct Playback Button, HOME button, MENU button	
Other Features	In-Camera Retouching (Trimming, Red-Eye Correction, Soft Focus, Unsharp Masking, Cross Filter, Partial Color, Fish-eye Lens, Retro, Radial Blur and Happy Face), Multi Resizing, Wide Zoom display (when connected to TV), Slideshow with music (Effect: Simple, Basic, Active, Nostalgic, Stylish, Face 1-3 / Music:8), Function Guide, Auto Daylight Synchro, Self Timer (2sec. / 10sec.), Grid Line, Auto Review (2sec.), Auto Orientation (On / Off), Hand Shake Alert, PictBridge (USB Direct Print), USB Mode (Auto / Mass Storage / PictBridge / PTP, MTP), Multi Terminal (DC-in / USB / AV out), MS Duo Slot, Tripod Receptacle, InfoLITHIUM Battery NP-FG1 Compatible	
Battery System	LITHIUM ION Battery NP-BG1	
Supplied Accessories	LITHIUM ION Battery NP-BG1, Battery Charger (BC-CSG / BC-CSGB / BC-CSGC), Multi Connector (USB / AV-out), Wrist Strap, Supplied Software: Picture Motion Browser (Ver.3.0)	

Specifications Sheet for Cyber-shot DSC-H50

Basic Specifications	
Model	DSC-H50
Pixels	Gross: Approx. 10.3 Mega pixels Effective: Approx. 9.1 Mega pixels
CCD	1/2.3" Super HAD CCD
Processor	BIONZ™ Image Processing Engine
Scan Systems	Interlace Scan
Zoom	Optical Zoom: 15x Precision Digital Zoom: 30x Smart Zoom: 16:9 (2M) 27x (VGA) 81x
Lens	Carl Zeiss® Vario-Tessar®
F Number	F2.7 (W) – 4.5 (T)
Focal Length	f = 31 – 465mm (35mm equivalent)
Focusing Range	AF = W: Approx. 1cm ~ ∞ / T: Approx. 120cm ~ ∞ Macro AF = W: Approx. 1cm ~ ∞ / T: Approx. 120cm ~ ∞
Internal Memory	Approx. 15MB
Recording Media	MS Duo / MS PRO Duo / MS PRO Duo (High Speed) / MS PRO-HG Duo
LCD	3.0" (230K dots) 4:3 TFT LCD (Clear Photo LCD Plus)
USB	USB 2.0 Hi-Speed
Stamina	Approx. 300 shots
Dimensions (W x H x D)	116 x 81.4 x 86 mm
Net Weight	Approx. 415g (excluding battery and media)
Main features	
Photo Mode	Auto, Easy Shooting, Program Auto, Movie, Scene Selection (High Sensitivity / Smile Shutter / Soft Portrait / Advanced Sports Shooting / Landscape / Twilight Portrait / Twilight / Beach / Snow / Fireworks)
Still Image Size	9M (3,456 x 2,592) 3:2 (3,456 x 2,304) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 6M (3,456 x 1,944) 2M (1,920 x 1,080) VGA (640 x 480)
AF Area	Multipoint AF (9 points) / Centre-weighted AF / Spot AF / Preset (0.5m / 1.0m / 3.0m / 7.0m / Unlimited Distance)
AF Modes	Single AF / Monitoring AF
AF Illuminator	Auto / Off
Light Metering Mode	Multi Pattern / Centre Weighted / Spot
Shutter Speed	Auto (1/4 – 1/4000) / Program auto (1" – 1/4000) / Shutter Speed Priority (30" – 1/4000) / Aperture Priority (8" – 1/2000) / Manual (30" – 1/4000)
NR Slow Shutter	Yes (Shutter speed of 1/3 sec. or slower)
ISO Sensitivity	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200
EV Adjustment	From +2.0 to -2.0, 1/3 step
Histogram Indicator	Yes
Image Stabilizer	Super SteadyShot™
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro
Red-eye Reduction	Auto / On / Off
Flash Range	ISO Auto: Approx. 0.2 – 9.1m (W) / Approx. 1.2 – 5.5m (T) ISO 3200: up to Approx. 11m / Approx. 18m (T)

Pre Flash	Yes	
Face Detection	Mode	Off / Auto / Child / Adult
	Max. number of detectable faces	8
	Shooting mode	Auto, Program Auto, Scene Selection (Twilight Portrait / Snow / Beach / High Sensitivity / Soft Snap / Smile Shutter)
DRO	Off / Standard / Plus	
Colour Mode	Standard / Vivid / Sepia / B&W / Real	
Burst Mode	Yes	
Number of shots at Burst Mode	9M: 3 shots VGA: 64 shots	
Auto Bracketing	AE ($\pm 0.3\text{EV}$ / 0.7EV / 0.1EV), White Balance, Colour mode	
Color Filter	Off / Red / Green / Blue / Warm / Cool	
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	VX Fine (640 x 480, Approx. 30fps) VX Standard (640 x 480, Approx. 16.6fps) QVGA (320 x 240, Approx. 8.3fps)	
Others		
User Interface	Night Shot Button, Mode Dial, Function Guide (icon guidance, mode guidance, image size menu guidance), Histogram Indicator, Direct Playback Button, HOME button, MENU button, Metering Mode Button, Burst MODE & BRK Button, Viewfinder LCD Button	
Features	Night Shot, EVF (approx. 201K dots), NR Level Settings (- / Standard / +), In-Camera Retouching (Trimming, Red-Eye Correction, Soft Focus, Unsharp Masking, Cross Filter, Partial Colour, Fish-eye Lens, Retro, Radial Blur and Happy Faces), Multi Resizing, Wide Zoom Display (when connected to TV), Slideshow with music (Effect: Simple, Basic, Active, Nostalgic, Stylish, Face1-3 / Music:8), Function Guide, Auto Daylight Synchro, Self Timer (2 sec. / 10 sec.), Grid Line, Auto Review (2 sec.), Auto Orientation (On / Off), Hand Shake Alert, 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-FG1 compatible	
Optional Accessories	Wide Conversion Lens: VCL-DH0774 Tele Conversion Lens: VCL-DH1774	
Supplied Accessories	LITHIUM ION Battery NP-BG1, Battery Charger BC-CSGB / BC-CSGC, Multi Connector, Remote Control, Lens Adapter Ring, Flower Type Lens Hood, Lens Cap, Lens Cap Strap, Shoulder Strap, Supplied Software: Picture Motion Browser (Ver. 3.0)	