



## Press Release

### Sony's Chic New Cyber-shot DSC-T500 Opens up Shooting Possibilities with HD Snap Movies

*Highly portable 10.1 mega pixels camera features advanced photo and HD movie shooting technology as well as 3.5-inch Wide LCD*



**Hong Kong, August 28, 2008** – Sony Corporation of Hong Kong Limited today unveiled the latest member of its highly acclaimed Cyber-shot T-series cameras, the DSC-T500. The stylish and compact camera features new 720p HD snap movie<sup>1</sup>, which enables switching between video and photos with just a click of a button. In a sleek chassis, the DSC-T500 also packs reliable, cutting-edge camera performance with 10.1 megapixel resolution, 5x optical zoom, and Smart Zoom with up to 28 times magnification.

“The new T500 features the new HD snap movie and greater sharing functions, opening up a whole new world of fun-filled shooting possibilities,” said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. “Users can enjoy the easy-to-use HD snap video and photo-shoot in a versatile device.”

#### **HD snap movie shooting**

The high-performance T500 can shoot pictures and HD snap movies with a level of ease never before available in such a compact camera. The convenient dual-function enables users

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<sup>1</sup> The DSC-T500 captures HD videos at 1280 x 720p resolution in 30 frames per second.

to easily switch between taking still images and HD movies, as well as capture still images while recording movies, all done with a click of a button<sup>2</sup>.

With an optional 4GB Memory Stick™, the camera can store up to approximately 60 minutes of movies<sup>3</sup> with a maximum duration of 10 minutes per video clip. These are stored in the zipped MPEG-4 AVC/H.264 format when shooting in the HD snap movie mode, delivering superb image quality despite the small file size. A built-in stereo microphone records clear, up-close sound when filming movies.

Movie files are managed as effortlessly as still images, viewed on an HDTV and easily shared with friends by uploading to Internet sharing sites. The supplied Picture Motion Browser software lets you play your favourite scenes in an easy-to-view calendar format. Key images from movie sequences can be displayed as thumbnails in the highlighted index for easy search for desired movies. A new image upload function has also been added, offering a simple way to upload images to movie sites for sharing.

### **Easy for fun sharing with “PHOTOMUSIC”**

Featuring the new HD Slide Show with Music “PHOTOMUSIC”, the T500 allows the playback of movies and still images together with visual effects and your favourite background music. Images and movies can also be mixed and played back randomly or in chronological order for more personalised slideshows.

With BRAVIA Sync and photo TV HD function, it's easy to view and share your photos and movies with friends and family in stunningly clear HD quality by connecting the T500 to a compatible BRAVIA LCD TV via an optional HDMI cable.

In addition, and to allow for even more creativity, users can choose from five standard visual effects (Simple, Basic, Nostalgic, Active, Stylish) and four preset musical tracks<sup>4</sup> stored in the internal memory. Or transfer your own favourite tunes to the camera via a PC for use as background music for a more personalised presentation.

### **Cutting-edge performance in a highly portable body**

The compact T500 features 1/2.3-type Super HAD CCD with 10.1 effective mega pixels to allow printing of photo-quality images up to A3 size with superb contrast and clarity. The ultra high quality Carl Zeiss Vario-Tessar® lens includes 5x optical zoom, while Smart Zoom increases magnification to 28x. Because of the retractable lens, the Macro mode allows still close-ups up to only 1cm away from the subject. The new ring-type Zoom button makes it easy to hold a setting steady, allowing easy adjustment throughout the 5x range when shooting movies.

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<sup>2</sup> Still images captured while shooting a movie are in 1280 x 720p resolution. Up to 3 still images can be recorded per movie sequence.

<sup>3</sup> Recording time indicated based on 720p Fine (high-quality) movie recording mode. In continuous movie shooting mode, the maximum recording time per video clip is 10 minutes.

<sup>4</sup> Music tracks can be up to 5 minutes long.

### **Optical SteadyShot™ with ISO 3200 high sensitivity**

Combining the benefits of Optical SteadyShot™ optical image stabiliser with an improved High Sensitivity mode, Sony's Double "Anti-blur" Solution helps reduce camera shake blur for telephoto shots. A built-in gyro sensor in Optical SteadyShot™ detects camera shake and automatically compensates. High Sensitivity mode has an extended ISO of 3200 to allow faster shutter speeds, which helps to eliminate blur when shooting indoors or in dim light. Sony's original Clear RAW Noise Reduction algorithm suppresses noise to produce clean, high-resolution images.

### **Face Detection technology**

With Sony's Face Detection technology, you just point the LCD and it automatically finds faces of up to 8 people at a time and brings them into focus. It also automatically adjusts exposure, setting the optimum amount of light for faces in flash photography and reduces red-eye effect.

Available in black, red and silver, the new Cyber-shot DSC-T500 sells for HK\$3,490 from the end of September 2008.

For customer enquiries, please contact Sony's 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](http://www.sony.com.hk).

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## Specifications sheet for the Cyber-shot DSC-T500

<b>Basic Specifications</b>		
Number of pixels	Approx. 10.3 mega pixels (gross) Approx. 10.1 mega pixels (effective)	
Image Sensor	1/2.3 type Super HAD CCD	
Processor	Real Image Processor	
Scan system	Interlace scan	
Total Zoom Magnification	Digital Zoom Off (only Optical Zoom)	5x (Optical)
	Smart Zoom	5M: Approx. 7.0x 3M: Approx. 8.9x VGA: Approx. 28x 16:9 (2M): Approx. 9.5x
	Precision Digital Zoom (with Optical Zoom)	Approx. 10x
Optical zoom during movie recording	Yes (5x)	
Lens	Carl Zeiss Vario-Tessar®	
F –number	F3.5(W)-4.4(T)	
Focal length	f = 5.8-29.0mm (33-165mm (35mm equivalent))	
Focus Range (from the front of the lens)	W: Approx.50cm -∞ / T: Approx.80cm -∞ Macro AF: W: Approx.8cm -∞ / T: Approx. 80cm-∞ Magnifying Glass mode AF: W Approx.1cm - 20cm	
Internal Memory	4MB	
Recording Media	MS Duo / MS PRO Duo / MS PRO Duo (High Speed) <sup>1</sup> / MS PRO-HG Duo	
LCD	Type: TFT LCD Size: 3.5 type Aspect ratio: 16:9 wide Number of dots: 230K dots Colour Reproduction (NTSC Ratio): over 65% LCD system: Clear Photo LCD plus	
Stamina	Approx. 160 images	
Body Material	Metal	
Interface	HDMI, Multi-use terminal (AV / USB / DC), USB2.0 Hi-Speed	
<b>Main Features</b>		
Shooting Mode	Auto Program Auto Scene Selection (High Sensitivity / Soft Snap / Twilight Portrait / Twilight / Landscape / High Speed Shutter / Snow / Beach / Fireworks / High Speed Shutter) Movie	

Still Image: Number of recorded pixel	10M (3,648 x 2,736) 3:2 8M (3,648 x 2,432) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 2M(1,920 x 1,080) / 16:9 7M(3,648 x 2,056) VGA (640 x 480)	
Movie Recording Mode	720p Fine	MPEG4 AVC/H.264, 1280 x 720, Approx.30 frame/sec, Approx. 9Mbps, Progressive
	720p Standard	MPEG4 AVC/H.264, 1280 x 720, Approx.30 frame/sec, Approx. 6Mbps, Progressive
	VGA	MPEG4 AVC/H.264, 640 x 480, Approx.30 frame/sec, Approx.3Mbps, Progressive
Focus Mode	Multi point AF(9 points) / Centre-weighted AF / Spot AF / Focus Preset <sup>2</sup> (1.0m/ 3.0m/ 7.0m/ Unlimited Distance)/ Flexible Spot AF (touch)	
AF mode	Single AF / Monitoring AF	
Light Metering Mode	Multi Pattern/ Centre-weighted / Spot	
D-range Optimizer	No	
Shutter speed	Auto(1/4-1/1000)/ Program auto(1"-1/1000)	
ISO Sensitivity (REI)	Auto / 80 / 100 / 200 / 400/ 800 / 1600 / 3200	
EV Adjustment	From +2.0 to -2.0, 1/3 step / EV bar display	
Image Stabilizer	Yes (Optical SteadyShot™)	
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent1 / Fluorescent2 / Fluorescent3/ Incandescent/ Flash	
Flash Mode	Auto/ Flash On/ Flash Off/ Slow Synchro	
Red Eye Reduction	Auto / On / Off	
Flash Range	ISO Auto: Approx. 0.15 (0.49') – 3.5m (11.5') (W) / Approx. 0.8 (2.62') – 2.7m (8.9') (T)	
Pre Flash	Yes	
Face Detection	Mode	Continuous / Touch
	Max. number of detectable faces	8
	Shooting mode	Auto P Auto Scene Selection (High Sensitivity / Soft Snap / Twilight Portrait / Snow / Beach /)
Colour Mode	Normal/ Vivid/ Natural/ Sepia/ B&W	
Burst Mode	Yes	
Number of shots at Burst Mode	100 images	
Auto Bracketing	AE (±0.3EV / 0.7EV / 1.0EV)	

Recording File Format	DCF (Design rule for Camera File System) Ver.2.0
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	DPOF (Digital Print Order Format) Ver.1.1
Movie File Format	JPEG(Exif Ver.2.21) MPEG4 AVC/H.264
Zoom Magnification of Playback Mode	8x
<b>Other Features</b>	
<ul style="list-style-type: none"> <li>– PHOTOMUSIC (HD slideshow with music): Movie &amp; Photos / Movies Only / Photos Only (Simple/ Normal/ Nostalgic/ Stylish/Active)</li> <li>– In-Camera Retouching (Trimming, Red-Eye Correction, Partial Colour)</li> <li>– Multi Resizing (HD/WEB)</li> <li>– Wide Zoon display (when connected to TV)</li> <li>– HOME/MENU</li> <li>– Function Guide</li> <li>– Auto Daylight Synchro</li> <li>– Self Timer (2sec / 10sec)</li> <li>– Grid Line (On / Off)</li> <li>– Auto Review (2sec.)</li> <li>– Auto Orientation (On / Off)</li> <li>– Hand Shake Alert</li> <li>– PictBridge (USB Direct Print)</li> <li>– USB Mode: Auto / Mass Storage / PictBridge / PTP,MTP</li> <li>– Multi Terminal (HDMI / AV out / USB / DC-in)</li> <li>– MS Duo Slot</li> <li>– Tripod Receptacle</li> <li>– InfoLITHIUM™ Battery NP-FD1 Compatible</li> </ul>	
<b>Dimensions &amp; Weight</b>	
<ul style="list-style-type: none"> <li>– Size (W: 97mm X H: 59.3mm X D: 21.4mm)</li> <li>– Weight: 155g (Weight without the battery and the media)</li> <li>– Weight: 180g (Weight with the battery and the media)</li> </ul>	
<b>Supplied Accessory</b>	
<ul style="list-style-type: none"> <li>– Multi-output stand</li> <li>– Lithium ION Battery &lt;NP-BD1&gt;</li> <li>– Battery Charger &lt;BC-CSD&gt;</li> <li>– USB cable</li> <li>– Audio /Video connecting cable</li> <li>– Wrist strap</li> <li>– PC Application Software: Picture Motion Browser (Ver.3.1)</li> </ul>	

<sup>1</sup> No Speed Advantage.

<sup>2</sup> HD Output Adapter cable is not included.