

## Press Release

### **Sony Expands Cyber-shot Digital Camera W and S Series for Carefree Shooting**

*DSC-W220 incorporates intelligent features, 4x optical zoom and 12.1 mega pixels*

*DSC-S950 allows users to take beautiful photos with easy-to-use functions*



*DSC-W220*



*DSC-S950*

**Hong Kong, January 16, 2009** – Sony Corporation of Hong Kong Limited today added new models to the Cyber-shot digital camera W and S series. The Cyber-shot DSC-W220 and DSC-S950 allow users to capture great pictures with intelligent features and user-friendly functions.

### **Cyber-shot W220**

Boasting Sony's exclusive 1/2.3-type Super HAD CCD with high resolution of 12.1 effective mega pixels, the Cyber-shot W220 features a top-quality Carl Zeiss Vario-Tessar® lens with 4x optical zoom to bring your favourite subjects closer. The W220 incorporates Optical SteadyShot™ with high sensitivity (max ISO 3200) to reduce camera shake for crisper pictures when you are shooting handheld without a tripod. The camera also combines BIONZ™ imaging processor and Dynamic Range Optimiser (DRO Standard mode) to optimize exposure and contrast for each scene.

Smile Shutter captures happy moments and is great fun to use, it automatically fires the shutter when someone smiles. Adjustable to prioritize children's or adults' smiles, Face Detection technology for children and adults is perfect for relaxed, informal portraits. This fine-tunes focus, exposure, white balance and skin tones for beautiful portraits.

The W220 also features Intelligent Scene Recognition to automatically adjust camera settings for best results in a range of difficult situations like backlit scenes or twilight portraits.

Detail-packed pictures can be enjoyed on the large, clear 2.7-inch LCD screen (230K dots). The HD slideshow with music function (PHOTOMUSIC) adds an extra dimension of fun to viewing your shots - either on the LCD screen or a connected **BRAVIA** LCD television. PhotoTV HD means even more vibrant, colourful images when the camera is connected to a compatible **BRAVIA** LCD TV via an optional HDMI cable.

The Cyber-shot W220 offers a choice of blue, silver, pink and black finishes.

### **Cyber-shot S950**

Available in silver, pink and black finishes, the Cyber-shot S950 is a perfect choice for beginners or first-time digital camera users who want to capture high quality pictures with easy-to-use functions.

Image quality stands out, thanks to a generous 10.1 effective mega pixels resolution and powerful 4x optical zoom lens to bring the favourite subject closer. There's a large 2.7-inch LCD screen (230K) for viewing shots, and reading menu and setting in comfort. Simple shooting menus and a choice of six easy-to-use Scene Selection modes are attractive to first-time camera users. There is also an Easy Shooting mode that simplifies operation while offering helpful on-screen instructions.

Originally introduced on high-end Cyber-shot series, the Face Detection function is added to the S series to track up to eight faces in a scene, fine-tuning focus and exposure for beautiful portraits. The S950 combines SteadyShot image stabilisation and a special High Sensitivity mode (max. ISO 3200) to compensate for camera-shake. It is the key to crisp, beautiful images – especially when you're shooting indoors or in low light without a tripod.

Both Cyber-shot models include Picture Motion Browser version 4.0.00 (S950) and version 4.2.01 (W220). The latest version of Sony's image management application simplifies sorting, viewing and searching through photos and video clips stored on a PC's hard drive.

The Cyber-shot DSC-W220 and DSC-S950 will be available from the beginning of February 2009 at the suggested retail prices of HK\$1,790 and HK\$1,690.

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](http://www.sony.com.hk).

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## Specifications sheet of Cyber-shot DSC-W220

<b>Basic Specifications</b>		
Pixels	Gross: Approx. 12.4 Megapixels Effective: Approx. 12.1 Megapixels	
Image Sensor	1/2.3-type Super HAD CCD	
Processor	BIONZ™ Image Processing Engine	
Scan System	Interlace Scan	
Total Zoom Magnification	Optical Zoom (with Digital Zoom Off): 4x Smart Zoom: 25x (VGA) Precision Digital Zoom (with Optical Zoom): 8x	
Lens	Carl Zeiss Vario-Tessar®	
F Number	F2.8(W)-5.8(T)	
Focal Length	f = 5.35-21.4mm (35mm equivalent)	
Focus Range	W: Approx. 4cm - ∞ / T: Approx. 50cm - ∞ Macro AF: W: Approx. 4cm - ∞ / T: Approx. 50cm - ∞	
Internal Memory	Approx. 15MB	
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo <i>*no speed advantage</i>	
LCD	2.7-inch (230K dots) 4:3 TFT LCD, Clear Photo LCD	
Dimensions (W x H x D)	95.2 x 56.5 x 21.8mm	
Net Weight	118g	
<b>Main Features</b>		
Shooting Mode	Auto, Easy, Program Auto, Scene Selection (Smile Shutter / High Sensitivity / Soft Snap / Landscape / Twilight Portrait / Twilight / Gourmet / Beach / Snow / Fireworks / Underwater)	
Still Image Size: Number of Recorded Pixels	12M (4,000 x 3,000) 3:2, 11M (4,000 x 2,672) 8M (3,264 x 2,448) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9, 2M (1,920 x 1,080) / 16:9, 9M (4,000 x 2,248) VGA (640 x 480)	
Movie Recording Mode	640 Fine	VX Fine, 640 x 480, Approx.30 frame/sec.
	640 Standard	VX Standard, 640 x 480, Approx.16.6 frame/sec.
	320	QVGA, 320 x 240, Approx.8.3 frame/sec.
Focus Mode	Multi point AF (9 points) / Centre-weighted AF / Spot AF / Semi Manual Focus / Focus Preset * (0.5m / 1.0m / 3.0m / 7.0m / Unlimited Distance)	
AF Mode	Single AF / Monitoring AF	
Light Metering Mode	Multi Pattern / Centre-weighted / Spot	

D-range Optimizer	Standard / Plus / Off	
Shutter speed	Auto (1/4-1/1600) / Program Auto (1-1/1600)	
ISO Sensitivity (REI)	Auto / 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	
Underwater White Balance Mode	Auto / Underwater1 / Underwater2 / Flash	
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro	
Red Eye Reduction	Auto / On / Off	
Flash Range	ISO Auto: Approx.0.2- 3.9m (W) / Approx. 0.5-1.9m (T), ISO3200: up to Approx.7.1m (W) / Approx. 3.9m (T)	
Pre Flash	Yes	
Face Detection	Mode	Off / Auto / Child Priority / Adult Priority
	Max. Number of Detectable Faces	8
	Shooting Mode	Auto, Program Auto, Scene Selection (High Sensitivity / Soft Snap / Twilight Portrait / Snow / Beach)
Colour Mode	Normal / Vivid / Sepia / B&W	
Burst Mode	Yes	
Number of Shots at Burst Mode	100	
Auto Bracketing	AE (±0.3EV / 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	
Movie File Format	JPEG (Exif Ver.2.21) MPEG1	
Zoom Magnification of Playback Mode	8x	
<b>Others</b>		
Other Features	<ul style="list-style-type: none"> <li>- PHOTOMUSIC (HD slideshow with music) Simple / Basic / Nostalgic / Stylish / Active / Face1-3)</li> <li>- In-Camera Retouching (Happy Faces / Unsharp masking / Radial Blur / Retro / Soft Focus / Fisheye Lens / Cross Filter / Partial Colour / Red Eye Correction / Trimming)</li> <li>- Multi Resizing (HD / WEB)</li> <li>- HOME / MENU</li> <li>- Function Guide</li> <li>- Auto Daylight Synchro</li> <li>- Self Timer (2sec / 10sec)</li> <li>- Grid Line</li> <li>- Auto Review (2sec.)</li> <li>- Auto Orientation (On / Off)</li> </ul>	

	<ul style="list-style-type: none"> <li>- Hand Shake Alert</li> <li>- PictBridge (USB Direct Print)</li> <li>- USB Mode: Auto / Mass Storage / PictBridge / PTP, MTP</li> <li>- Multi Terminal (Type2b): AV out (SD / HD) / USB (USB 2.0 High-Speed) / DC-in</li> <li>- Memory Stick Duo Slot</li> <li>- Tripod Receptacle</li> <li>- InfoLITHIUM™ Battery NP-FG1 Compatible</li> </ul>
Supplied Accessories	<ul style="list-style-type: none"> <li>- Lithium ION Battery NP-BG1</li> <li>- Battery Charger BC-CSG</li> <li>- Multi cable (USB / AV-out)</li> <li>- Wrist strap</li> <li>- PC Application Software: Picture Motion Browser (Ver.4.2.01)</li> <li>*No memory stick and adopter is included</li> <li>*HD Output Adapter cable is not included</li> </ul>

## Specifications sheet of Cyber-shot DSC-S950

<b>Basic Specifications</b>	
Pixels	Gross: Approx. 10.3 Megapixels Effective: Approx. 10.1 Megapixels
CCD	1/2.33-type Super HAD CCD
Image Processor	Real Image Processor
Scan System	Interlace Scan
Total Zoom Magnification	Optical Zoom: 4x Smart Zoom: 22x (VGA)
Lens	Sony lens
F Number	F2.5(W)-5.6(T)
Focal Length	33-132mm
Focus Range	Auto W: Approx. 5cm - $\infty$ T : Approx. 50cm - $\infty$ Macro On : W : Approx. 5cm - $\infty$ / T : Approx. 50cm - $\infty$
Internal Memory	Approx. 12 MB
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo <i>*no speed advantage</i>
LCD	2.7-inch (230K dots) 4:3 TFT LCD
Dimensions (W x H x D)	93.1 x 55.7 x 23.8mm
Net Weight	135g
<b>Main Features</b>	
Shooting Mode	Auto, Easy, Program Auto, High Sensitivity, Scene Selection (Soft Snap / Twilight Portrait / Twilight / Landscape / Snow / Beach), Movie
Still Image Size: Number of Recorded Pixels	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	QVGA, 320 x 240, Approx. 30 fps
Focus Mode	Multi point AF (9 points) / Centre-weighted AF / Focus Preset * (0.5m / 1.0m / 3.0m / 7.0m / Unlimited Distance)
AF mode	Single AF
Light Metering Mode	Multi Pattern / Centre-weighted / Spot
Shutter speed	Auto (1/8 - 1/2,000) / Program Auto (1 - 1/2,000)
ISO Sensitivity (REI)	Auto / 100 / 200 / 400 / 800 / 1600 / 3200
EV Adjustment	From +2.0 to -2.0, 1/3 Step / EV Bar Display
Image Stabilizer	SteadyShot™ (Electrical)
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. 0.5 –3.5m (W) / Approx. 0.5 – 1.5m (T), ISO3200: up to Approx. 7.0m (W) / Approx. 3.0m (T)	
Pre Flash	Yes	
Face Detection	Mode	Auto / Off
	Max. Number of Detectable Faces	8 Faces
	Shooting Mode	Auto, P Auto, Scene Selection (High Sensitivity / Soft Snap / Twilight Portrait / Snow / Beach )
Colour Mode	Normal / Sepia / B&W	
Burst Mode	Yes	
Number of Shots at Burst Mode	100	
Recording File Format	DCF (Design rule for Camera File System) Ver..2.0 DPOF (Digital Print Order Format) Ver.1.1	
Movie File Format	JPEG (Exif Ver..2.21) AVI (Motion JPEG)	
Zoom Magnification of Playback Mode	8x	
<b>Others</b>		
Other Features	<ul style="list-style-type: none"> <li>- SD slideshow (Basic / Simple)</li> <li>- In-Camera Retouching (Red Eye Correction / Trimming)</li> <li>- Multi Resizing (HDTV (1,920 x1,080) / Blog, Email (VGA))</li> <li>- MENU Button</li> <li>- Image Size / Delete Button</li> <li>- Function Guide</li> <li>- Self Timer (2sec / 10sec)</li> <li>- Grid Line</li> <li>- Auto Review (2sec.)</li> <li>- PictBridge (USB Direct Print)</li> <li>- USB Mode: Mass Storage / PictBridge / PTP</li> <li>- Memory Stick™ Duo Slot</li> <li>- Tripod Receptacle</li> </ul>	
Supplied Accessories	<ul style="list-style-type: none"> <li>- Lithium ION Battery &lt;NP-BK1&gt;</li> <li>- Battery Charger &lt;BC-CSK or BC-CSKA&gt;</li> <li>- Dedicated AV cable</li> <li>- Dedicated USB cable</li> <li>- Wrist strap</li> <li>- PC Application Software: Picture Motion Browser (Ver.4.0.00)</li> </ul> <p>*No memory stick and adopter are included</p>	