

Press Release

Sony Introduces New Cyber-Shot W Series That Makes It Easy to Get The Best Shot

New W Series features sharper resolutions of up to 16.1 megapixels and wider 25mm angle lens in a stylish and compact design



DSC-W570

Hong Kong, January 7, 2011 – Sony Corporation of Hong Kong Limited today introduced three new additions to its Cyber-shot W Series – DSC-W570, DSC-W550 and DSC-W530. Featuring resolutions of up to 16.1 effective megapixels, the latest W Series is equipped with wide-angle Carl Zeiss Vario-Tessar lenses with a minimum focal length of up to 25 mm, giving users the ability to shoot a wide variety of scenes even in dimly lit environments.

Encased in a slim and compact metallic body and offered in a range of chic colours, the new additions to the W series provide a good range of high-performance cameras at excellent value. All the three new models are equipped with the Sweep Panorama function, which allows users to capture breathtaking panoramic views by automatically assembling individual frames shot at a high speed. Users simply swing the compact camera in the desired direction to create stunning landscapes and cityscapes, including vertical shots of tall buildings. Thanks to the Intelligent Auto mode and Scene Selection mode to optimize various shooting conditions, these cameras are ideal for users who prefer easy operation without complicated settings.

Sony's double Anti-blur Solution combines the benefits of Optical SteadyShot optical image stabiliser with an improved High Sensitivity mode to reduce camera shake and blur in telephoto shots. With Smile Shutter activated, users simply focus on a face and the camera shoots automatically when the person within the frame smiles.

DSC-W570 – Sophisticated functions packed in a stylish design

The Cyber-shot DSC-W570 features sophisticated Super HAD CCD sensor with 16.1 effective megapixels and BIONZ imaging processor, Optical SteadyShot image stabilizer and Face Detection technology, which assure the ability to capture subjects beautifully with vivid detail. With its 25mm wide-angle with 5x optical zoom Carl Zeiss Vario-Tessar lens, the new DCS-W570 has enhanced shooting capabilities in a wide range of scenes. Photo enthusiasts can enjoy viewing beautiful images on the 2.7” ClearPhoto LCD screen.

Despite its compact size, the DSC-W570 is able to shoot HD movies at 30 fps and 1280 x 720 pixel resolutions. Making movies can be as easy as taking a snapshot. Users can operate the 5x optical zoom while shooting movies. The DSC-W570 employs the high-quality, high-compression MPEG-4 format (MPEG4 Visual codec) to store up to 55 minutes of movie action on a single 4GB Memory Stick. The camera can be connected to an HDTV such as BRAVIA for stunning large-screen home movie viewing enjoyment.

The DSC-W570 supports underwater shooting – with underwater mode in scene selection and underwater sweep panorama for shooting breathtaking underwater scenes. Optional marine pack MPK-WG (compatible with DSC-W570 only) offers up to 40m waterproof will be available in mid of February.

The DSC-W570 is equipped with the Soft-Skin mode function. During portrait shooting, the Face Recognition function automatically detects processing areas that can make the facial skin look more beautiful. This function can detect up to 8 faces in one shot, and it is also possible to select from 3 levels – high, mid, low – varying the degree of retouching to beautify facial skin.

DSC-W550 and DSC-W530 – Affordable cameras with High-Performance and Easy Operation

Both the DSC-W550 and DSC-W530 employ a Super HAD CCD sensor with 14.1 effective megapixels, and 26mm wide-angle Carl Zeiss Vario-Tessar lens with 4x zoom. Innovative functions enable these slim and affordable cameras to capture high-quality images. In addition, the DSC-W550 features a large 3” ClearPhoto LCD screen, which displays vivid images at a high 230,000-dot resolution, enabling clear confirmation of scene composition and camera settings while shooting.

The new Cyber-shot W series will be available as follows:

Model	Colour options	Suggested retail price	Availability
DSC-W570	Black, Silver, Gold, Pink, Violet	HK\$1,890	12 January 2011
DSC-W550	Black, Silver	HK\$1,490	
DSC-W530	Black, Silver, Blue, Pink	HK\$1,390	

For customer enquiries please contact Sony sales and services 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.

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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Specification for Cyber-shot DSC-W570, DSC-W550 & DSC-W530 :

Model	DSC-W570	DSC-W550	DSC-W530
Image Sensor			
Image Sensor	1/2.3 type Super HAD CCD Sensor R,G,B primary color mosaic filters Interlace scan	1/2.3 type Super HAD CCD Sensor R,G,B primary color mosaic filters Interlace scan	1/2.3 type Super HAD CCD Sensor R,G,B primary color mosaic filters Interlace scan
Number of Pixels	Approx. 16.4 Megapixels(gross)	Approx. 14.5 Megapixels(gross)	Approx. 14.5 Megapixels(gross)
	Approx. 16.1 Megapixels(effective)	Approx. 14.1 Megapixels(effective)	Approx. 14.1 Megapixels(effective)
Lens			
Lens Type	Carl Zeiss Vario-Tessar Lens 6 elements in 5 groups (including 3 aspheric elements)	Carl Zeiss Vario-Tessar Lens 6 elements in 5 groups (including 3 aspheric elements)	Carl Zeiss Vario-Tessar Lens 6 elements in 5 groups (including 3 aspheric elements)
Focal Length	f = 4.5-22.5mm 35mm film equivalent: Still Image 16:9: 28-140mm Still Image 4:3: 25-125mm Movie 16:9: 28-140mm Movie 4:3: 34-170mm	f = 4.7-18.8mm 35mm film equivalent: Still Image 16:9: 28- 114mm Still Image 4:3: 26-105mm Movie 4:3: 26-105mm	f = 4.7-18.8mm 35mm film equivalent: Still Image 16:9: 28- 114mm Still Image 4:3: 26-105mm Movie 4:3: 26-105mm
F-number	F2.6(W)-6.3(T)	F2.7(W)-5.7(T)	F2.7(W)-5.7(T)
Focus Range	iAuto(W:Approx.5cm(0.16') to Infinity, T:Approx.100cm(3.28') to Infinity)	iAuto: W:Approx. 4cm(0.13") to Infinity, T:Approx. 60cm(1.97") to Infinity	iAuto: W:Approx. 4cm(0.13") to Infinity, T:Approx. 60cm(1.97") to Infinity
Camera			
Imaging Processor	"BIONZ"	Yes	Yes
Total Zoom Magnification	Digital Zoom Off (only Optical Zoom) : 5x (Optical) Smart Zoom (with Optical Zoom): 10M:Approx.6.3x(Total), 5M:Approx.8.9x(Total), VGA: Approx. 36x(Total) 16:9(2M):Approx. 12x(Total) Precision Digital Zoom (with Optional Zoom)	Digital Zoom Off (only Optical Zoom) : 4x (Optical) Smart Zoom(with Optical Zoom): 10M:Approx4.7x(Total), 5M:Approx6.7x(Total), VGA:Approx.27x(Total), 16:9(2M):Approx.9x(Total) Precision Digital Zoom (with Optional Zoom) Approx. 8x	Digital Zoom Off (only Optical Zoom) : 4x (Optical) Smart Zoom(with Optical Zoom): 10M:Approx4.7x(Total), 5M:Approx6.7x(Total), VGA:Approx.27x(Total), 16:9(2M):Approx.9x(Total) Precision Digital Zoom (with Optical Zoom)

	Approx. 10x		Approx.8x
Main Features			
Optical Zoom during Movie Recording	Yes	---	---
Noise Reduction	Clear RAW NR , NR Slow Shutter 1/3sec or slower	Clear RAW NR , NR Slow Shutter 1/3sec or slower	Clear RAW NR , NR Slow Shutter 1/3sec or slower
AF Mode	Intelligent AF	Intelligent AF	Intelligent AF
Focus Mode/ Macro	Multi point AF(9 points) / Centre-weighted AF/ Spot AF	Multi point AF(9 points) / Centre Weighted AF/ Spot AF	Multi point AF(9 points) / Centre Weighted AF/ Spot AF
AF Illuminator	Auto / Off	---	---
Light Metering Mode	Multi Pattern/ Centre-weighted/ Spot	Multi Pattern/ Centre-weighted/ Spot	Multi Pattern/ Centre-weighted/ Spot
Aperture	iAuto(F2.6/F8.0(W), 2 steps with ND Filter) / Program Auto(F2.6/F8.0(W), 2 steps with ND Filter)	iAuto(F2.7/F8.0(W), 2 steps with ND Filter) / Program Auto(F2.7/F8.0(W), 2 steps with ND Filter)	iAuto(F2.7/F8.0(W), 2 steps with ND Filter) / Program Auto(F2.7/F8.0(W), 2 steps with ND Filter)
Shutter Speed	iAuto(2" - 1/1600) / Program Auto(1" - 1/1600)	iAuto(1/8 - 1/1600) / Program Auto (1" - 1/1600)	iAuto(1/8 - 1/1600) / Program Auto (1" - 1/1600)
ISO Sensitivity(REI)	Auto/ 80/ 100/ 200/ 400/ 800/ 1600/3200	Auto/80/100/200/ 400/ 800/ 1600/3200	Auto/80/100/200/ 400/ 800/ 1600/3200
Exposure Compensation	+/- 2.0EV, 1/3 EV step	+/- 2.0EV, 1/3 EV step	+/- 2.0EV, 1/3 EV step
Steady Shot	Optical SteadyShot	SteadyShot	SteadyShot
White Balance	Auto/ Daylight/ Cloudy/ Fluorescent1/ Fluorescent2/ Fluorescent3/ Incandescent/ Flash/ One Push, One Push Set	Auto/ Daylight/ Cloudy/ Fluorescent1/ Fluorescent2/ Fluorescent3/ Incandescent/ Flash	Auto/ Daylight/ Cloudy/ Fluorescent1/ Fluorescent2/ Fluorescent3/ Incandescent/ Flash
Under Water White Balance Mode	Auto / Underwater1/ Underwater2/ One Push, One Push Set	---	---
Shooting Mode	Intelligent Auto (Backlight portrait / Backlight / Twilight portrait / Twilight / Twilight using a tripod / Portrait / Landscape/ Marco), Program Auto, Scene selection (High sensitivity/ Soft snap/ Landscape/ Twilight Portrait / Twilight / Gourmet / Beach / Snow / Fireworks / Pet / Underwater / Soft Skin) Sweep Panorama,	Intelligent Auto (Backlight portrait / Backlight / Twilight portrait / Twilight / Macro/ Portrait / Landscape), Program Auto, Scene selection (High sensitivity/ Soft snap/ Landscape/ Twilight Portrait/ Twilight/ Gourmet/ Beach/ Snow/ Pet), SteadyShot, Sweep Panorama, Easy shooting	Intelligent Auto (Backlight portrait / Backlight / Twilight portrait / Twilight / Macro/ Portrait / Landscape), Program Auto, Scene selection (High sensitivity/ Soft snap/ Landscape/ Twilight Portrait/ Twilight/ Gourmet/ Beach/ Snow/ Pet), SteadyShot, Sweep Panorama, Easy shooting

	Underwater Sweep Panorama, Easy shooting, Smile Shutter		
Still Image: Number of Recorded Pixels	16M (4,608 x 3,456) 10M (3,648 x 2,736) 5M (2,592 x 1,944) 16:9 12M(4,608 x 2,592) 16:9 2M(1,920 x1,080) VGA (640 x 480) Sweep Panorama 7,152 x 1,080(235deg) / 4,912 x 1,080(161deg) / 4,912 x 1,920(161deg) / 3,424 x 1,920(112deg)	14M (4,320 x 3,240) 10M (3,648 x 2,736) 5M (2,592 x 1,944) 16:9 11M(4,320 x 2,432) 16:9 2M(1,920 x1,080) VGA (640 x 480) Sweep Panorama H 230degree / V 163degree	14M (4,320 x 3,240) 10M (3,648 x 2,736) 5M (2,592 x 1,944) 16:9 11M(4,320 x 2,432) 16:9 2M(1,920 x1,080) VGA (640 x 480) Sweep Panorama H 230degree / V 163degree
Face Detection	Mode: Off / Auto / Child Priority / Adult Priority; Face Selection; Max. number of detectable faces: 8	Mode: Off / Auto; Face Selection; Max. number of detectable faces: 8	Mode: Off / Auto; Face Selection; Max. number of detectable faces: 8
Dynamic Range Optimizer	Standard / Plus / Off	Standard / Plus / Off	Standard / Plus / Off
Flash Mode	Auto/ Flash On/ Flash Off/ Slow Synchro	Auto / Flash On / Flash Off/ Slow Synchro	Auto / Flash On / Flash Off/ Slow Synchro
Red Eye Reduction	Auto / On / Off	Auto / On / Off	Auto / On / Off
Exposure Warning Indicator/ Vibration Warning Indicator (Hand Shake Alert)	Yes	Yes	Yes
Flash Range	ISO Auto: Approx.0.2- Approx.3.7m (Approx.0.66'- Approx.12.1')(W)/ Approx.1.0-Approx.1.5m (Approx.3.28'- Approx.4.92')(T), ISO3200: Up to Approx. 7.3m (Approx.24.0')(W) / Approx.3.1m (Approx.10.2')(T)	ISO Auto: Approx.0.3- Approx.3.5m (Approx.0.98'- Approx.11.48')(W) / Approx.0.6-Approx.1.8m (Approx.1.96'- Approx.5.91')(T), ISO3200: Up to Approx.7.1m (Approx.23.3')(W) / Approx.3.7m (Approx.12.1')(T)	ISO Auto: Approx.0.3- Approx.3.5m (Approx.0.98'- Approx.11.48')(W) / Approx.0.6-Approx.1.8m (Approx.1.96'- Approx.5.91')(T), ISO3200: Up to Approx.7.1m (Approx.23.3')(W) / Approx.3.7m (Approx.12.1')(T)
Pre-Flash	Yes	Yes	Yes
Burst Mode	Yes	---	---
Monitor & Viewfinder			
LCD	Type: TFT LCD Size: 2.7type Aspect ratio: 4:3 Number of dots: 230K dots LCD system: Clear Photo LCD	Type: TFT LCD Size: 3.0type Aspect ratio: 4:3 Number of dots: 230K dots LCD system: Clear Photo LCD	Type: TFT LCD Size: 2.7type Aspect ratio: 4:3 Number of dots: 230K dots LCD system: Clear Photo LCD

Recording			
Recording Media	MS Duo / MS PRO Duo / MS PRO Duo(High Speed)* / MS PRO-HG Duo* *No Speed Advantage SD Memory Card** / SDHC Memory Card**/ SDXC card** ** Class 4 or higher is recommended.	MS Duo / MS PRO Duo / MS PRO Duo(High Speed)* / MS PRO-HG Duo* *No Speed Advantage SD Memory Card / SDHC Memory Card/ SDXC card	MS Duo / MS PRO Duo / MS PRO Duo(High Speed)* / MS PRO-HG Duo* *No Speed Advantage SD Memory Card / SDHC Memory Card/ SDXC card
Recording File Format (Still)	JPEG: DCF(Design rule for Camera File System)Ver.2.0 DPOF(Digital Print Order Format)Ver.1.1 ExifVer.2.3 MPF Baseline	JPEG: DCF(Design rule for Camera File System)Ver.2.0 DPOF(Digital Print Order Format)Ver.1.1 ExifVer.2.21 MPF Baseline	JPEG: DCF(Design rule for Camera File System)Ver.2.0 DPOF(Digital Print Order Format)Ver.1.1 ExifVer.2.21 MPF Baseline
Movie Recording Mode	MP4: 1,280 x 720 (Fine) Approx.30fps at 9Mbps/ 1,280 x 720 (Standard) Approx. 30fps at 6Mbps 640 x 480 (VGA) Approx.30fps at 3Mbps	AVI : VGA (640×480), Approx. 30fps at 8.8Mbps, QVGA (320 x 240), Approx. 30fps at 2.4Mbps,	AVI : VGA (640×480), Approx. 30fps at 8.8Mbps, QVGA (320 x 240), Approx. 30fps at 2.4Mbps,
Internal Memory	Approx. 27MB	Approx. 24MB	Approx. 24MB
Microphone / Speaker	Yes(Mono)	Yes (Mono)	Yes (Mono)
Playback			
Zoom Magnification of Playback Mode	8x	8x	8x
Retouch	Trimming, Red Eye Correction and Unsharp masking	Trimming and Red Eye Correction	Trimming and Red Eye Correction
PC Sync	Yes(MS/SD)	Yes(MS/SD)	Yes(MS/SD)
Terminals			
Interface	Type3a (AV(SD/HD Component) / USB / DCIN)	Multi Use Terminal : AV / USB	Multi Use Terminal : AV / USB
Video Out	HD(1080i) (with optional accessory)/ SD / Composite	Composite	Composite
USB	Hi-Speed USB (USB2.0); Connect: Mass Storage / PTP/ MTP	Hi-Speed USB (USB2.0); Connect: Mass Storage / PTP/ MTP	Hi-Speed USB (USB2.0); Connect: Mass Storage / PTP/ MTP
General			
Battery	LITHIUM ION Battery	LITHIUM ION Battery	LITHIUM ION Battery

	NP-BN1	NP-BN1	NP-BN1
Dimension (W x H x D)	Approx. 91.0mm x 51.5mm x 19.1mm (3 5/8" x 2 1/8" x 25/32")	Approx. 95.9mm x 57.3mm x 19.3mm (3 7/8" x 2 3/8" x 25/32")	Approx. 92.9mm x 52.4mm x 19.3mm (3 3/4" x 2 1/8" x 25/32")
Weight	Approx. 116g (4.1 oz) (Weight with the battery and the memory card)	Approx. 122g (4.3oz.) (Weight with the battery and the memory card)	Approx. 113 g (4.0oz.) (Weight with the battery and the memory card)
Image Index	16 / 25 images (Date / Folder-Still / Folder-Movie) List: Date	16 / 25 images (Folder)	16 / 25 images (Folder)
Playback	Single Image: Cue, Review (Movie)/ Panorama Scroll Playback Easy Review / Continuous Playback	Single Image: Cue, Review (Movie) / Panorama Scroll Playback Easy Review	Single Image: Cue, Review (Movie) / Panorama Scroll Playback Easy Review
Maximum Playback Size	Still Image: Under 16M(4,608 x 3456)	Still Image: Under 14M (4,320 x 3,240)	Still Image: Under 14M (4,320 x 3,240)
Slide Show	Video Out HD/SD	Video Out: SD	Video Out: SD
Slide Show Setting	Image: All / Date / Folder Effects: Simple / Nostalgic / Stylish / Active Music: Select / Off Interval: 1 / 3 / 5 / 10 sec.(only Simple effect) Repeat: On / Off	Image: All / Folder Interval: 1 / 3 / 5 / 10 sec Repeat: On / Off	Image: All / Folder Interval: 1 / 3 / 5 / 10 sec Repeat: On / Off
Slideshow Music	Audio Format: MP3(Stereo) Number of music, Maximum length of one music : 4tunes, 5min	---	---
Music Tool	Download Music / Format Music	---	---
View Mode	Date/ Movie / Folder (Still Image)	Folder View	Folder View
Memory Card Tool	Format / Create , Change Recording Folder / Copy (from Internal Memory to Memory Card) / Reset File Number / Delete Folder	Format / Create , Change Recording Folder / Copy (from Internal Memory to Memory Card) / Reset File Number / Delete Folder	Format / Create , Change Recording Folder / Copy (from Internal Memory to Memory Card) / Reset File Number / Delete Folder
Print	Print Order Mark(DPOF): Single /Select Exif Print / PRINT – Image Matching(PIM3)	Print Order Mark(DPOF): Single /Select Exif Print / PRINT – Image Matching(PIM3)	Print Order Mark(DPOF): Single /Select Exif Print / PRINT – Image Matching(PIM3)
Other Features			
Others	- Function Guide (On/Off) - Self Timer - Grid Line (On/Off) - Auto Review - Auto Orientation (On/Off)	Supplied Accessories - Rechargeable Battery Pack NP-BN1 -Battery charger BC-CSN - USB Cable - Power cord	Supplied Accessories - Rechargeable Battery Pack NP-BN1 -Battery charger BC-CSN - USB Cable - Power cord

	<p>Supplied Accessory:</p> <ul style="list-style-type: none"> - Rechargeable Battery Pack NP-BN1 - Battery charger BC-CSN - Multi connector cable - Power cord - Wrist strap - PC Application Software: Picture Motion Browser 	<ul style="list-style-type: none"> - Wrist Strap -PC Application Software: Picture Motion Browser 	<ul style="list-style-type: none"> - Wrist Strap -PC Application Software: Picture Motion Browser
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