

Press Release

Sony Launches Wi-Fi Enabled S-Frame with Online Photo Retrieval

Digital Photo Frame DPF-W700 leverages the power of wireless connectivity, making it easy to share precious moments with family and friends



DPF-W700

Hong Kong, December 22, 2012 –Sony Hong Kong introduces its first ever Wi-Fi enabled S-Frame DPF-W700 today. Offering the freedom of Wi-Fi Internet connectivity, the new 7” digital frame is an ideal gift for parents and grandparents looking to keep up with their children’s lives in the digital era.

The DPF-W700 can automatically retrieve and display photos shared on Facebook, as well as photos sent to an existing email account, making it especially easy to set up and start using right away.

Other features include home network connectivity for easy viewing of photos stored on a home PC, a 7” resistive touch screen, support for AccuWeather forecasts, which provide up to the minute weather updates, 1GB internal memory (useable size of 800MB) to store up to approximate 4,000 photos, and card slots supporting MS Duo/SD/SDHC formats. Such rich innovations from Sony make the DPF-W700 the most convenient solution for sharing photos across generations, bringing families closer than ever.

Like other S-Frame series models, the DPF-W700 comes with several eco-friendly features, such as LED backlight technology that uses less power to display images than typical CCFL technology without any compromise on photo quality and vibrant colour display. An auto on/off timer also allows users to set their frames to turn off automatically when not in use after an extended period of time.

Sony S-Frame digital photo frame DPF-W700 is now available at the suggested retail price of HK\$990.

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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Specifications of Sony S-Frame digital photo frame DPF-W700:

	DPF-W700
LCD size	7"
Resolution	WVGA (800x480)
Aspect ratio	16:9
Internal memory	1GB (useable: 800MB; approx. 4,000 photos)
Card slot	MS Duo / SD / SDHC
Compatible format	JPEG
USB terminal	A / mini B
Slideshow	4 patterns
Clock	Yes (Clock with photo slideshow)
Index	Yes (1 pattern)
Auto On/Off timer	Yes
Wi-Fi	802.11.b/g/n