

## **Sony Unveils Ultra Slim-line Cyber-shot T7 Impeccable Fusion of Design and Imaging Technology**

**Hong Kong, March 9, 2005** – Sony Corporation of Hong Kong Limited today unveils the Cyber-shot DSC-T7 slim-line digital camera. Ultra-compact with less than 1-cm thinness, the easy-to-carry T7 represents a major new breakthrough in design and assumes the leading position in the digital camera market.

As a perfect pocket companion for the fashion-conscious users, the svelte Cyber-shot T7 comes with a stainless steel casing in silver or black. Incorporating an effective 5.1 Mega Pixels 1/2.5" Super HAD CCD and the cutting-edge Sony Real Imaging Processor™, together with a Carl-Zeiss Vario-Tessar zoom lens, the Cyber-shot T7 is the perfect integration of high-end digital and optical technology, consistently delivering stunning images of exquisite quality.

Mr. Kunihiko Kawakita, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited said: "With its stylish design, brilliant image technology and easy-to-use functionalities, the Cyber-shot T7 initiates a new breakthrough in the development of the slim-line camera. It will soon be the ultimate trend icon of today's digital camera."

### **Extra-Large 2.5-inch Clear Photo LCD for Redefined Clarity**

Measuring only 91.7 x 60.2 x 14.7mm (minimum thinness of 9.8mm), the Cyber-shot T7 features a 2.5-inch, 230K dots Clear Photo LCD screen, delivering brilliant colors and exceptional clarity under all kinds of lighting conditions.

### **Versatile Functions for the Greatest Photographic Pleasure**

The Cyber-shot T7 supports MPEG Movie VX Fine high-quality continuous recording so that users can easily capture moving images to add extra excitement to their still pictures. In addition, the camera enables recording of high-resolution video in Standard and Fine modes of up to 640 x 480 pixels at 30 frames per second.

On top of that, the ultra-slim Cyber-shot T7 offers a wide selection of advanced built-in functions catering to photographers' every desire, including auto-focus, auto-exposure and 10 preset scene modes. Featuring a magnifying glass, the camera allows accurate focus with distance close up to 1mm and an instant 3.5 magnification on the LCD screen.

### **InfoLITHIUM Battery for Extended Outdoor Shooting**

Sony's NP-FE1 battery powers the new Cyber-shot DSC-T7 to extended longevity of 150 shots (CIPA Standard). Coupled with the energy-saving features of the Real Imaging Processor, ensuring the camera to deliver hours of hassle-free operation in all indoor/outdoor or portrait/night time conditions.

**Supports PictBridge for Direct Printing and Sharing**

The Cyber-shot T7 camera comes with an enhanced PictBridge facility, enabling users to select the print size on the LCD screen and print directly to a compatible printer without connecting to a computer. Each unit comes with a Cyber-shot stand and interface adapter, using the USB 2.0 high-speed interface, the new T-series offers extra convenience in transferring images while at the same time charging the batteries.

**Key specifications of the Cyber-shot T7:**

- 5.3 Mega Pixels (5.1 effective Mega Pixels)
- Carl Zeiss Vario-Tessar zoom lens
- 3x optical zoom
- 12x smart zoom
- Approximate 1.1 seconds super-fast start-up time
- Extra-large 2.5-inch Clear Photo LCD
- MPEG Movie VX Fine high-quality continuous recording (640 x 480 pixel resolution at 30 frames per second)
- 10 Scene modes
- PictBridge compatibility supporting direct printing
- Supports Memory Stick Duo / Memory Stick PRO Duo
- InfoLITHIUM battery NP-FE1

**Order Now**

Pre-ordering of the Cyber-shot T7 runs from March 16 to March 30, 2005 on Sony Style Website ([www.sonystyle.com.hk](http://www.sonystyle.com.hk)), Sony Style Hong Kong and Sony Shop as well as Sony 24-hour tele-sales hotline at (852) 2345-2966, customers who place orders will receive a HK\$200 Sony Shop cash coupon and Sony Style Studio digital camera application course.

Besides, My Sony members who register at Sony Style ([www.sonystyle.com.hk](http://www.sonystyle.com.hk)) and place orders for the Cyber-shot T7 from 10 March, 2005, will receive a luxury brand strap as extra free gift, while stock lasts.

**About Cyber-shot**

The Cyber-shot empowers consumers to capture, store and share special moments at work, at home and at play. Sony is committed to harnessing its knowledge and expertise in digital imaging to bring a combination of cutting-edge technology and user-friendly features to consumers, so that they can enjoy sensational shots anytime, anywhere. Sony offers a full range of digital still cameras - from compact point-and-shoot models to high-performance digital imaging tools and ultimate must-have fashion accessories - to complement the professional and social life of its customers.