

Sony Cyber-shot S-Series Offers High Quality Performance with Handy Functions for Entry Level Users

Hong Kong, March 9, 2005 – Sony Corporation of Hong Kong Limited today announced the launch of three new models in the Cyber-shot S-Series, featuring the DSC-S40, DSC-S60 and DSC-S90, to cater to the needs and tastes of a diverse of digital camera users.

Mr. Kunihiko Kawakita, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited said: “Sony is focusing on the development of a diversified assortment of top-quality digital imaging tools for different users. Integrating exquisite optical and imaging technology, the Cyber-shot S-Series are compact digital cameras tailor-made for entry-level users. It is an incomparable choice for those new to the digital imaging experience.”

All three new models are equipped with an effective 4.1 Mega Pixels 1/2.7” Super HAD CDD. Using a powerful Carl Zeiss Vario-Tessar 3x optical zoom lens, the Cyber-shot S-Series delivers outstanding image quality into the hands of both new and more demanding users.

DSC-S40 – Compact with High-resolution Video Quality

Perfect for the first-time digital camera users, the pocket-sized DSC-S40 is lightweight and handy. It enables recording of high-resolution video in “standard” and “fine” modes of up to 640 x 480 pixels at 30 frames per second.

DSC-S60/ S90 – Stylish Design Supporting Sports Pack

Both the DSC-S60 and DSC-S90 step up with an elegant new design, with a 2-inch and 2.5-inch LCD screen respectively. Both models are compatible with optional sports pack (SPK-SA), with waterproof function up to 3-meter depth. The DSC-S90 is available both in blue and silver.

Real Image Processor™ for Upgraded Functionalities

The S-Series is equipped with Sony’s Real Imaging Processor™, which reduces images noise by digitally processing images, resulting in high quality pictures. Also, it improves camera response time and battery life.

For perfect shots every time under all conditions, the S-Series offers a smart auto focusing and exposure system. Even in a difficult lighting situation or if the subject is off-centre, the camera automatically makes the necessary adjustments.

STAMINA Technology for Optimal Battery Longevity

Sony’s STAMINA technology empowers the new Cyber-shot S-Series with empowered battery longevity. Using only the NP-NH25 (AA NiMH, 2500mAh) batteries, such as the DSC-S40 can shoot up to 550 high-quality images. Apart from the rechargeable batteries, these models are also compatible with AA alkaline batteries and support consecutive shooting of up to 110 pictures. Users can enjoy a carefree imaging experience without worrying about a sudden drop in battery level.

Supports Memory Stick/ Memory Stick PRO and Built-in 32MB Memory

The S-Series supports both Sony's Memory Stick and Memory Stick PRO — guaranteed storage media for all precious photos. They both boast 32MB of storage space built into the camera, acting as useful back-up if the Memory Stick runs out of capacity.

Image Transfer Made-easy with Cyber-shot Station

The optional Cyber-shot Station (CSS-SA) for the DSC-S60 and DSC-S90 allows a totally carefree imaging experience. With the Cyber-shot Station, transferring images and recharging batteries is almost effortless. By placing the camera in the cradle, users can switch between TV and PC for easy viewing. It is also easy to print via the connection to the PictBridge compatible photo printer.

Key specifications of the DSC-S40, DSC-S60 and DSC-S90:

- 4.2 Mega Pixels (4.1 effective Mega Pixels)
- Carl Zeiss Vario-Tessar 3x optical zoom lens
- 10x smart zoom
- Built-in 32MB internal memory
- MPEG Movie VX Fine high quality continuous recording (640 x 480 pixels, 30 fps)
- PictBridge compatibility supports direct printing
- Supports Memory Stick / Memory Stick PRO

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.