

Sony Unveils New Cyber-shot DSC-W5 and DSC-W7 Full Enhancement in Speed, Performance and Resolution

Hong Kong, March 9, 2005 – Sony Corporation of Hong Kong Limited today introduced two new models in the Cyber-shot W-Series — the DSC-W5 and DSC-W7, featuring 5.1 and 7.2 effective Mega Pixels respectively. Equipped with Sony patented Real Imaging Processor™, both the DSC-W5 and DSC-W7 offer enhancement in start-up time, response time and focus speed. Innovative and packed with professional-standard functions, the new W-Series demonstrates absolute perfection in quality.

Mr. Kunihiko Kawakita, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited said: “Cyber-shot W-Series gives a consistently high performance in both image quality and functionalities and is the smart choice for all users. The brand-new DSC-W7 is packed with all-round functions highlighting resolution upgraded to 7.2 effective Mega Pixels. Together with fast shot-to-shot time and enhanced battery life, the new W-Series is the ultimate full-featured imaging tool for photography enthusiasts.”

High-powered Carl Zeiss Vario-Tessar Lens with 3X Optical Zoom

Both W-Series models are equipped with a Carl Zeiss Vario-Tessar lens and 3x optical zoom, delivering photo images of brilliant quality. In addition, the large 2.5-inch LCD screen and 16 shots index display provide extra ease and comfort in shooting and viewing.

Enriched Photographic Functions Meet Professional Standards

Incorporating the top-class Carl Zeiss Vario-Tessar optical lens and Sony’s advanced Real Imaging Processor, both the DSC-W5 and DSC-W7 feature dazzling functionalities suiting photography enthusiasts with different needs, including shutter speeds from 30 - 1/1000 seconds and additional apertures ranging from F2.8 to F10. The cameras also feature a multi-point auto focus and with seven preset scene modes, including ‘twilight’, ‘twilight portrait’, ‘soft snap’, ‘landscape’, ‘beach’, ‘snow’, and ‘candle’, ensuring full flexibility in photo taking.

The W-Series has a host of appealing accessories, including the optional Cyber-shot Marine Pack MPK-WA, which is the must-buy for water sports enthusiasts. Besides, accessories such as the VCL-DH2630 high-grade tele conversion lens, the VCL-DH0730 wide-angle lens and filters will maximize user’s capturing experience.

STAMINA for Optimal Battery Longevity

With the integration of high-powered rechargeable batteries and an energy-saving specification, the new W-Series ensures extended battery longevity. Using only the AA NiMH rechargeable batteries, the DSC-W7 can shoot up to 380 high-quality images (CIPA Standard) with stand-by time of 190 minutes, while the DSC-W5 can shoot up to 420 images (CIPA Standard) with a stand-by time of 210 minutes. The W-Series is also compatible with AA Alkaline batteries, which allow up to 70 shots.

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

Both the DSC-W5 and DSC-W7 support Memory Stick and Memory Stick PRO, guaranteed storage media for all precious photos. They both boast 32MB of built-in storage space that acts as useful back-up when the Memory Stick runs out of capacity.

PictBridge Compatible for Handy Printing

Both the DSC-W5 and DSC-W7 are PictBridge compatible. Connect the cameras to a PictBridge enabled printer, such as the new Sony DPP-FP50 dye-sublimation thermal printer, and great prints appear with just one push of the button.

Supports HDPS-M10 for Hard Disk Photo Storage

To cater to the needs of photography enthusiasts, Sony introduces the new HDPS-M10 HDD Photo Storage of enhanced capacity. Featuring a built-in 2.5-inch hard disk of 40GB capacity and LCD display, the new HDPS-M10 supports Memory Stick (PRO/Standard), Memory Stick Duo(PRO/Standard), Compact Flash and Microdrive. With USB 2.0 High-speed interface and Lithium-Ion battery, the HDPS-M10 allows users of the DSC-W7 to enjoy handy storage of high-resolution images.

Major specifications of Cyber-shot DSC-W5 and DSC-W7:

- 3X optical zoom
- MPEG Movie VX Fine high-quality continuous recording(640 x 480 pixels at 30 frames per second)
- Extra-large 2.5-inch LCD screen
- Built-in 32MB memory
- Multi-point auto focus
- 7 preset scene modes
- PictBridge compatibility supports direct printing
- Supports Memory Stick / Memory Stick PRO
- Supports USB 2.0 high-speed digital image transfer
- Available in black and silver

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.