

Sony Unveils Cyber-shot N Series to Blend "Shooting" and "Viewing" Enjoyment with Innovative 3-inch Touch Screen LCD Panel



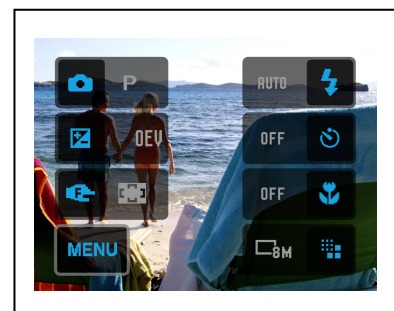
Hong Kong, October 10, 2005 - Sony Corporation of Hong Kong Limited today launched the first Cyber-shot with touch screen operation, the DSC-N1. In addition to its high quality 8.1 Mega Pixels performance, the Cyber-shot DSC-N1 offers a user-friendly interface that places a wide variety of settings and features within fingertip range as icons on the wide 3.0" LCD touch panel, the largest for a compact class digital camera. Combining the extra large touch panel with the fun "Photo Slideshows with Music" and "Pocket Album" features, the compact DSC-N1 is perfect for sharing pictures with friends and family and inspires Photo Communication.

High Quality 8.1 Mega Pixels Performance

The DSC-N1 comes equipped with 1/1.8" 8.1 Mega Pixel super HAD CCD and Carl Zeiss Vario-Tessar lens with 3x optical zoom capable of capturing the highest resolution images in the compact digital camera class. With true Sony style, the DSC-N1 retains the compact and slim profile made famous in the Cyber-shot series, despite incorporating the high-powered, large-sized 1/1.8" super HAD CCD. This stylish innovation has been realized by incorporating a thin collapsible lens with cylindrical hood. With its slim and lightweight profile, the DSC-N1 offers both portability and the best image quality, ensuring users won't miss a moment and can celebrate their memories with the finest photo quality.

Best-in-class, Large 3-inch "Clear Photo LCD Plus"

The DSC-N1 is the first ever Cyber-shot with touch panel functionality. The large 3.0-inch, 230K dot "Clear Photo LCD plus" on the DSC-N1 is the best in class and guarantees excellent images and amazing detail. The innovative and intuitive touch panel allows users to easily manipulate the various functions when shooting or viewing images with a simple touch on the LCD panel. Users can also play, stop, forward and rewind movie operations by tracing the desired effect on the screen during playback¹, more



¹ When on-screen key display is off

exceptional usability from Cyber-shot. A hard coat AR has been included to reduce reflection on the LCD surface, offering excellent visibility even under challenging outdoor lightning conditions. The wide-angle LCD lets users easily check their images during shooting and enhances viewing quality and enjoyment when viewing slideshows or images with friends and family afterwards.

“Dual Front” Design Concept

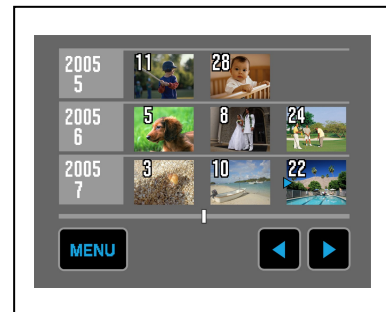
The new DSC-N1 continues the Sony Cyber-shot series’ reputation for winning design with a rounded-off square body inspired by the touch panel, creating a harmony of high technology and soft and flexible interactivity. The blackout flame emphasizes the large-sized LCD at the rear, while the front is dressed in elegant spun aluminum with a two-tone colored lens bezel.

Viewing Enjoyment + Shooting Enjoyment = New "Photo Communication" Trend

The fun new features of the DSC-N1 blend viewing enjoyment and shooting enjoyment in ways never before imagined, ushering in a new trend of Photo Communication.

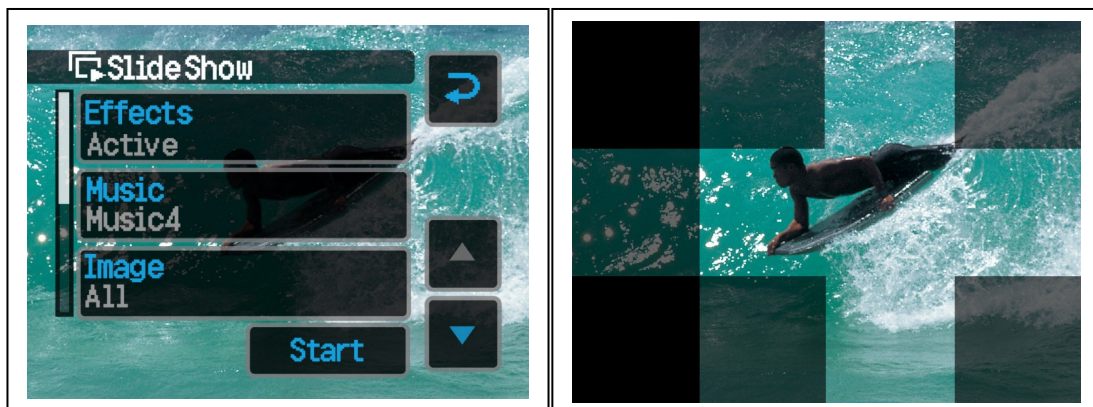
Pocket Album

With an internal memory capable of saving a maximum of 500 still pictures inside the camera, stored images are ready to display to friends and family instantly. The images are shown in thumbnail size so users can search the huge library of the DSC-N1 easier and with a wide variety of search types including by date or year.



Slide Show with Music

The DSC-N1 lets users add life to their photo libraries by using up to four slideshow effects including Simple, Nostalgic, Stylish and Active. Users can also choose up to four background music melodies or upload their own favorite music for a truly multi-media slideshow experience.



Paint

With DSC-N1’s Paint feature, users can personalize their slideshows even further, by stamping or tracing



image editing functions with the supplied stylus. The personalized image can then be saved in VGA size as a separate file from the original.

Free Spot AutoFocus

The freedom supplied by the Cyber-shot touch panel is reinforced by the new Free Spot AutoFocus (AF) function, which lets users instantly focus directly on an object just by touching it on the LCD panel, making capturing the image users want easier than ever.

Perfect for Underwater Photography

The DSC-N1 lets users assign basic shooting functions to individual buttons on the Cyber-shot marine pack, transforming it into an underwater camera even with its advanced touch panel.

Pre-ordering

Pre-ordering for the Cyber-shot DSC-N1 will run from October 19 to November 2, 2005 on the Sony Style Web site (www.sonystyle.com.hk), at Sony Style Hong Kong and Sony Shops, or via the Sony 24-hour tele-sales hotline at (852) 2345-2966. Customers who order the DSC-N1 will receive a free LCD screen protector and a Sony Shop discount coupon for accessories. They can enter into a lucky draw pool and have a chance to win a Sony DPP-FP50 photo printer, Sony HDPS-M10 photo storage hard disk or 512MB Memory Stick™ PRO Duo.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

Key specifications of the Cyber-shot DSC-N1:

BASIC SPECIFICATIONS	
Pixels	Gross: 8.3 mega pixels Effective: 8.1 mega pixels
CCD	1/1.8" Super HAD CCD
Processor	Real Imaging Processor
Zoom	3x Optical zoom (6x Precision Digital Zoom), Smart zoom(15x, VGA)
Lens	Carl Zeiss Vario-Tessar (Collapsible Lens)
Focal Length	f=38-114mm (35mm equivalent)
Focusing Range	AF=50cm-∞ Macro AF W: 0.06-∞ m, T: 0.34∞ m
Internal memory	26MB internal memory
Recording media	MS Duo / MS PRO Duo
LCD	3.0 inch Hybrid "Clear Photo LCD plus" (230K dots)

Stamina	Approx. 300 shots		
Body material	Aluminum		
USB terminal	USB 2.0 Hi-speed		
MAIN FEATURES			
Photo Modes	Auto P Auto Manual Exposure Scene Modes (Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, Snow, Fireworks, Candle)		
Still Image Size	8M (3,264 x 2,448) 8M 3:2 (2,592 x 2,176) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 1M (1,280 x 960) VGA (640 x 480) 16:9 (1,920 x 1,080)		
AF Area	Multi-Point (5 points), Center Weighted, Spot, Free Spot (Touch panel)		
AF Modes	Single, Monitoring		
AF Illuminator	Yes		
Light metering	Multi Pattern, Center Weighted, Spot		
Flash	Built-in Flash with advanced pre-flash		
Flash Mode	Auto, Forced Flash, No Flash, Slow Synchro		
ISO	Auto, 64, 100, 200, 400, 800		
White Balance	Automatic, Daylight, Cloudy, Fluorescent, Incandescent, Flash		
Burst Mode	Normal, Multi Burst		
Histogram	Yes		
Movie	MPEG Movie VX (Standard, Fine, Video Mail)		
OTHER FEATURES			
	<ul style="list-style-type: none"> - Touch panel - 3 position mode switch - Pocket Album - Slide Show (with music) - Paint - Housing Mode - Compatible Cyber-shot Station(option) - Multi-language support - PictBridge (USB Direct Print) - 14Bit DXP - Multi Terminal 2 (DC-IN/ USB/ AV out) - LITHIUM Battery: NP-BG1 		
QUICK RESPONSE & STAMINA			
Quick Response	Start Up	Shutter Time Lag	Min. Recoding Time Lag (max. size)
Response	Approx. 1.5 sec.	Approx. 0.3 sec.	Approx. 1.43 sec.
Stamina	Still	Movie	
NP-FG1	Approx. 300 pictures	Approx.150 min.	

GENERAL	
Dimensions (W x H x D)	Approx. 96.7 x 61.1 x 22.7mm
Net weight	151g
SUPPLIED ACCESSORIES	
	<ul style="list-style-type: none"> - Battery - LITHIUM ION Battery NP-BG1 - Charger - BC-CSG - AV/USB cable - Multi Cable (USB, AV, DC-IN) - PicturePackage ver.1.6.1. (w/ Music Transfer) - Stylus - Wrist strap