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Press Release

Sony Cyber-shot T9 Combines Slim Beauty with Super Steady Performance

6-Mega Pixels stunner eliminates blurry pictures with Super SteadyShot technology while packing a wealth of advanced and easy-to-use features in its sleek, compact package

Hong Kong, November 1, 2005 — Users of ultra-compact cameras often worry about handshake when shooting but with the new Sony Cyber-shot DSC T9, users can shoot sharp images all the time. The latest member of the slim-line Sony Cyber-shot T-Series, the Cyber-shot DSC T9 features a whole gamut of the latest technologies, including Sony's Super SteadyShot technology, a large 2.5-inch 230K dots Clear Photo LCD Plus screen and the "Slide Show with Music" function.

Super Steady Shot and High Sensitivity

The Super SteadyShot technology, an optical image stabilization feature that counteracts camera-shake without compromising the quality of images, allowing the camera to achieve a higher level of smoothness when shooting. This is especially useful in low-light photography, when using slow shutter speeds or shooting telephoto images.

The Cyber-shot T9 is the first 6.0 Mega Pixel model in the T-Series and also the first T-Series model to incorporate the newly developed "Clear RAW NR" function, which lets users shoot in situations requiring high sensitivity (ISO640) for clearer and better-quality images.

Improved Clear Photo LCD Plus

The camera's ultra-bright 230K dots Clear Photo LCD plus screen possesses a higher contrast ratio than previous models in the Cyber-shot T-Series and enables more accurate colour reproduction for the clear and brilliant display of images under any lighting condition. Its one-touch "brightness boost" button also allows the user to brighten a dark image conveniently for better visibility.

Slide Show with Music

The "Slide Show with Music" feature of the Cyber-shot T9 enables the playback of images captured in a slide show format. The feature lets users upload their favourite music to accompany the slide show. Users will also have the choice of four picture effects - simple, nostalgic, stylish, and active - and four music tracks when customizing their slide shows.

The Cyber-shot T9 features a sliding cover that protects the lens and flash, and also serves as the unit's on / off switch when shifted down or up. At 134g and only 20.6 mm thick, the Cyber-shot T9 is one of the most compact cameras in the market and is available in a black or silver stainless steel finish.

For added convenience, the Cyber-shot T9 comes with 58MB internal memory and a Memory Stick Duo/ PRO Duo slot. The STAMINA has been further improved to offer up to 240 shots in one charge cycle, which is higher than any other Cyber-shot T-Series cameras. The MPEG-VX Standard/Fine mode enables recording of MPEG video with up to 640x480 pixel resolution at 30 frames per second. Certain icons like the Flash mode, Macro and Self-timer enlarge on the Cyber-shot T9's LCD screen when their functions are activated.

The Cyber-shot T9 is available from late November and its suggested retail price is HK\$3,790.

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Key specifications of the Cyber-shot DSC-T9:

Basic Specifications	
Pixels	Gross: approx. 6.2 mega pixels Effective: approx. 6.0 mega pixels
Zoom	3x Optical Zoom 6x Precision Digital Zoom Smart Zoom (13x, VGA)
Lens	Carl Zeiss "Vario-Tessar"
F Number	F3.5 - 4.3
Focal Length	f = 38 - 114mm (35mm conversion)
Focusing Range	AF = 50cm~∞ Macro AF = W:8cm~∞, T:25cm~∞ Magnifying Glass Mode = 1cm~20cm
Processor	Real Imaging Processor
Internal Memory	58MB Internal Memory
Memory Stick	Memory Stick Duo/ PRO Duo
LCD	2.5-inch Hybrid LCD (230K dots) "Clear Photo LCD Plus"
Stamina	Approx. 240 shots
USB terminal	USB 2.0 Hi-Speed
Main Features	
Photo Mode	Auto, P Auto, Scene Selection (Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, Snow, Fireworks, High-Speed Shutter, Candle, Magnifying Glass)
Still Image Size	6M(2,816 x 2,112) 6M 3:2 (2,816 x 1,872) 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, Auto), Center Weighted, Spot
AF Method	Single, Monitoring
Image Stabilizer	Optical, "Super SteadyShot"
AF Illuminator	Yes
Light Metering	Multi Pattern, Center Weighted, Spot
Flash Mode	Auto, Forced Flash, No Flash, Slow Synchro (Distance Limitations using Flash: Wide: 0.1-2.8m; Tele: 0.25-2.3)
ISO Sensitivity Setting (Menu)	Auto, 64, 100, 200, 400, 640
White Balance	Auto, Daylight, Cloudy, Fluorescent, Incandescent, Flash
Burst Mode	Normal, Exp Bracketing, Multi Burst
Histogram Indicator	Yes
MPEG Movie	MPEG Movie VX Fine
User Interface	- Self Timer - Auto Review - Enlarged Icon - Index Playback (16 pictures) - Slide Show Playback - Playback Zoom

	<ul style="list-style-type: none"> - Hand Shake Alert - Slide Show with Music - USB Mode - PictBridge (USB Direct Print) 			
Other Features				
	<ul style="list-style-type: none"> - Memory Stick Duo/ PRO Duo slot - Tripod hole - Multi plug 2 (DC-in/USB/AV-out) 			
Quick Response & Stamina				
Quick Response	Start Up	Shutter Time Lag	Release Time Lag	Min. Recording Time Lag (max size)
Response	Approx. 1.3sec	Approx. 0.25sec	Approx. 0.01sec	Approx. 1.2sec
Stamina	Pictures		Movies	
NP-FT1	Approx. 240 shots		Approx. 120 min.	
General				
Dimensions (W x H x D)	89.7 x 54.9 x 20.6mm (excluding protrusions, body thinness =18.4mm)			
Net weight	134g (including battery and Memory Stick: 159g)			
Supplied Accessories				
	<ul style="list-style-type: none"> NP-FT1 InfoLITHIUM™ battery BC-CS3 battery charger Multi cable (USB/AV/DC-IN) Power cord CD-ROM (Picture package ver1.6.1, ImageMixer VCD2) Wrist strap 			