



Press Release

Sony Unveils New Affordable Cyber-shot® S600 for Shooting 460 Pictures¹ Consecutively

High stamina performance Cyber-shot® S600 delivers sharp pictures on moving, distant objects and in dark situations

Hong Kong, January 10, 2006 – Novice users will be delighted to know that Sony has launched the new Cyber-shot® S600 that can take up to 460 pictures in a row for that marathon shooting session. This compact digital camera with up to ISO1000 targets users who want clear and crisp pictures without compromising on quality in all situations such as in dimly lit places like a party or at an outdoor event like a sports day. Its extended built-in flash has the capability to capture clear pictures of an object up to 11 meters away. With wide angle shooting, there is more to see and talk about from a wider picture.

“The Cyber-shot® S600 is the ideal camera for both families and friends celebrating any festive season or traveling to their favorite destinations. This digital camera is not only affordable and convenient, it has excellent battery performance allowing one to take up to 460 pictures with a single charge,” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Great Improvement on Features

The Cyber-shot® S600 has upgraded some features from its predecessor Cyber-shot® S40 to make it one of the best entry-level digital cameras in the market. The Cyber-shot® S600 is now a 6 Mega Pixels camera and the distance of the flash has also been extended to 11 meters, allowing users to capture a sharp photo of their favorite artist on the concert stage.

Picture Sharing

Sharing of pictures and movies via email is a no-fuss operation for users of Cyber-shot® S600. Pictures can be magnified; cropped and resized to the ideal shot ready to be emailed to friends and family. The movies captured by Cyber-shot® S600 are immediately converted to highly compressed, good quality video clips ready to be shared online. Printing favorite pictures are faster with PictBridge™ for direct link to the printer without the use of a computer. The 32MB internal memory comes in handy when the user forgets the Memory Stick™ or when the Memory Stick™ is full.

¹ With optional AA NiMH (2500aMh) batteries. The measurement method is based on the Camera & Imaging Products Association's (CIPA) standard recording on Memory Stick.

The Cyber-shot® S600 will be launched in early February at the suggested retail price of HK\$1,690. For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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Specifications of the Cyber-shot S600 (DSC-S600):

Basic Specifications		
Pixels		Gross pixels: 6.1 Mega Pixels Effective pixels: 6.0 Mega Pixels
Zoom		3x Optical, 6x Precision Digital Zoom, Smart Zoom (3M: 4.1x, 2M: 5.2x, VGA: 13x, 16:9: 4.4x)
Lens		Carl Zeiss Vario-Tessar
F Number		F2.8 - 5.1
Focal Length		31 - 93mm (35mm conversion)
Focusing Range	AF	W: 12cm to infinity, T: 50cm to infinity
	Macro AF	Auto Macro
Processor		Real Imaging Processor
Internal Memory		32MB Internal Memory
Memory Stick		Memory Stick™ Duo / Memory Stick™ PRO Duo
LCD		2.0" LCD (85k dots)
Stamina	No. of Shots	Approx. 160 pictures with supplied batteries Approx. 460 pictures with optional AA NiMH (2500mAh) batteries
	Battery Life	Approx. 80 mins
USB		Supports USB 2.0 High Speed
Main Features		
Exposure Mode		Auto, Program Auto, Scene selection 7 modes (Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / High Sensitivity)
Still Image Size / Minimal Recording Interval	6M	2,816 x 2,112 / 1.3sec
	6M, 3:2	2,816 x 1,872 / 1.3sec

	3M	2,048 x 1,536 / 1.3sec
	2M	1,632 x 1,224 / 1.3sec
	VGA	640 x 480 / 1.2sec
	16:9 mode	1,920 x 1,080 / 1.3sec
Movie Recording Mode	VX Fine	640 x 480, 30fps
	VX Standard	640 x 480, 16.6fps
	Video Mail	160 x 112, 8.3fps
Flash Mode	Auto/Forced Flash/No Flash/Slow Sync (Distance limitations using flash – ISO Auto: 0.2 - 7.0m (W) / 0.5 - 3.8m (T), ISO1000: 0.8 - 11.0m (W) / 0.5 - 6.4m (T))	
ISO Sensitivity Setting	(Menu, Auto/80/100/200/400/800/1000)	
White Balance	Auto / Daylight / Cloudy / Fluorescent / Incandescent	
User Interface		
Self Timer	Yes (10sec / off)	
Auto Review	Yes (2sec)	
Enlarged Icon	Yes	
Index Playback	Yes (9 images)	
Slide Show Playback	Yes	
Trimming / Resize / Playback Zoom	Yes / All Size / 5x	
Hand Shake Alert	Yes	
Speaker Volume Control	Yes	
Internal Memory Full Data Copy (to Memory Stick)	Yes	
Other Features		
Battery - AA Alkaline	Yes	
Tripod Receptacle	Yes	
Memory Stick Duo / Memory Stick PRO Duo	Yes	
Quick Respond		
Response time	Start-up	Approx. 1.7sec
	Shutter Time Lag	Approx. 0.4sec
	Release Time Lag	Approx. 0.01sec
Body Size		
Dimensions (W x H x D)	99.9 x 52.0 x 36.8mm	
Body weight	133g (including battery, wrist-strap: approx. 181g)	
Supplied Accessory		
<ul style="list-style-type: none"> - USB Cable - Wrist Strap 		

- CD-ROM
- AA Alkaline Batteries