

SONY

Press Release

Sony's New Cyber-shot Digital Still Camera W-Series Delivers Unprecedented Image Resolution for Mid-range, Compact Cameras

Hong Kong, March 1, 2006 – The popular Cyber-shot W-Series now boasts four new affordable and easy-to-use models – DSC-W30, DSC-W50, DSC-W70 and DSC-W100. Targeted at both first time and replacement users, the Cyber-shot W-Series reduces blurry images caused by the moving target with the new High Sensitivity mode of up to ISO1250¹. Sony's innovative "Clear RAW NR" curbs colour noises found commonly in high sensitive pictures. The new "Menu" guidance is able to calculate the number of pictures that one can take with the available memory and resolution selected and this applies to movies too. Now, the user can plan ahead before running out of memory and options. With the stamina ability to shoot over 300 images in one charge, the Cyber-shot W-Series is good value for money.

"The Cyber-shot W-Series is ideal for new digital still camera adopters based on its affordability, compact design, high resolution capability and clear picture quality, without the fuss of manual operations," said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited. "The friendly guidance features will make photography a fun and engaging hobby for both first time users and replacement users."

Useful one-touch functions for easy shooting

The one-touch Image Brightness (EV) button is useful when viewing images under direct sunlight or on cloudy days, with the large 2.5" LCD screen (except the DSC-W30) ensuring a great photo opportunity is not missed. Playing back images and movies is easy with just one-touch while shooting and even power-off mode is simple, without fuss in fiddling with buttons. The Cyber-shot W series also indicates large pop-up displays in corresponding to the functions selected by the user such as flash, macro and self timer to provide easy command of settings. In addition to the existing "Standard", "Black and White" and "Sepia" colour mode choices are the new "Natural" mode to achieve the delicate feel like a human face and the "Rich" mode for intense coloured objects such as a field of sunflowers.

Slim Compact Design with Extra Functionalities

Packed in a sleek metal casing, the Cyber-shot W series is designed in a compact form for easy carry and yet allows the user to grasp on a firm grip while taking pictures. Its internal memory comes in handy when the Memory Stick™ is full, thus providing a back-up option for any shooting chances.

High Sensitivity Mode

Sony's High Sensitivity mode provides fast shutter speed to counter camera-shake and captures fast action movement without the blurry effect. In low-light conditions, the result of the photos is bright foreground and background without the flash. The flash distance is also

¹ The DSC-W100 features High Sensitivity up to ISO1250. The DSC-W30, DSC-W50 and DSC-W70 offer High Sensitivity up to ISO1000.

extended to 15.8m. Sony's original "Clear RAW NR" image processing technology prevents colour noise from appearing on picture shot in low-light conditions.

Clear Raw NR

Utilising a new-developed Sony algorithm, the Clear Raw NR ensures less image noise for crisp and clearer images, especially under low-light situations. This allows for better capturing of images under fast-shutter and high-sensitivity ISO 1000 situations.

The DSC-W30 comes in silver, blue and white, while the DSC-W50, DSC-W70 and DSC-W100 are available in silver and black. The Cyber-shot DSC-W30 and DSC-W50 will be available in mid of March at the suggested retail price of HK\$2,190 and HK\$2,690 respectively. The DSC-W100 sells at HK\$3,390 from end of April 2006 and DSC-W70 at HK\$2,990 in early of May.

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Key specifications of Cyber-shot DSC-W30, DSC-W50, DSC-W70 and DSC-W100 are as follows:

Basic Specifications	DSC-W30	DSC-W50	DSC-W70	DSC-W100
Pixels	Gross: 6.2 Mega Pixels Effective: 6.0 Mega Pixels		Gross: 7.4 Mega Pixels Effective: 7.2 Mega Pixels	Gross: 8.3 Mega Pixels Effective: 8.1 Mega Pixels
CCD	1/2.5" Super HAD CCD			1/1.8" Super HAD CCD
Processor	Real Imaging Processor			
Zoom	3x Optical / 6x Precision Digital Zoom / Smart Zoom (13x in VGA shooting)		3x Optical / 6x Precision Digital	3x Optical / 6x Precision

		Zoom / Smart Zoom (14x in VGA shooting)	Digital Zoom / Smart Zoom (15x in VGA shooting)
Lens	Carl Zeiss Vario-Sonnar		
Aperture	F2.8-5.2		F2.8-5.4
Focal Length	38-114mm (35mm equivalent)		
Focusing Range	AF=500mm~∞ (W-end) / 500mm~∞ (T-end) Macro AF=20mm~∞ (W-end) / 300mm~∞ (T-end)		AF=500mm~∞ (W-end) / 500mm~∞ (T-end) Macro AF=60mm~∞ (W-end) / 300mm~∞ (T-end)
Built-in Memory	32MB	58MB	64MB
Memory Stick™ Slot	Memory Stick™ Duo / Memory Stick™ PRO Duo		
LCD Display	2.0" TFT LCD (85K dots)	2.5" TFT LCD (115K dots)	
USB	USB 2.0 Hi-Speed		
Photo Mode	Auto / P-Auto / Scene Selection (High Sensitivity, Twilight, Twilight Portrait, Snow, Beach, Landscape, Snap)		Auto / P-Auto / Scene Selection (Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, High Sensitivity, Snap)
Still Image Size	6M (2,816 x 2,112) 6M 3:2 (2,816 x 1,872) 3M (2,048 x 1,536) 2M (1,632 x 1,224) VGA (640 x 480) 16:9 (1,920 x 1,080)	7M (3,072 x 2,304) 7M 3:2 (3,072 x 2,048) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 2M (1,632 x 1,244) VGA (640 x 480) 16:9 (1,920 x 1,080)	8M (3,264x2,448) 8M 3:2 (2,592x2,176) 5M (2,592x1,944) 3M (2,048x1,536) 2M (1,632x1,224) VGA(640x480) 16:9 (1,920x1,080)
AF Area	Multi Point AF (5 points) / Centre Weighted		
AF Method	Single AF/ Monitoring AF		
Light Metering	Multi Pattern / Centre Weighted / Spot		
Flash Mode	Auto / Forced Flash / Slow Syncro/ Off		

Distance Limitations Using Flash	ISO Auto (W: 0.2 – 4.2m; T: 0.3 – 2.2m) ISO 1000 (W: 0.8 – 7.3m; T: 0.5 – 4.0m)	ISO Auto (W: 0.2 – 4.0m; T: 0.3 – 2.2m) ISO 1000 (W:0.8 – 7.3m; T: 0.5 – 4.0m)	ISO Auto (W: 0.2 – 6.0m; T: 0.3 – 3.2m) ISO 1250 (W:0.2 – 6.0m; T: 0.3 – 3.2m)	
ISO Sensitivity Setting (Menu)	Auto / 80 / 100 / 200 / 400 / 800 / 1000		Auto / 80 / 100 / 200 / 400 / 800 / 1250	
White Balance	Auto / Daylight / Cloudy / Fluorescent / Incandescent / Flash			
Burst Mode	(6M Fine) 3shots/ approx. 0.7sec (VGA Standard) 98 shots/ approx. 0.7sec	(7M Fine) 4 shots/ approx. 0.9sec (VGA Standard) 100 shots/ approx. 0.8sec	(8M Fine) 4 shots/ approx. 1.0sec (VGA Standard) 100 shots/ approx. 0.8sec	
Histogram	Yes			
Red Eye Reduction	Yes (Set up)			
Recording Mode	MPEG Movie VX Fine/ Standard/ Video Mail			
User Interface	<ul style="list-style-type: none"> - Image Brightness (EV) adjustment button - Colour Mode (Rich, Natural, Sepia, Monochrome) - Function Guide (icon guidance) - Function Guide (mode guidance) - One-touch LCD brightness adjustment - Self-Timer (10sec/ 2sec) - Auto Review - Camera Shake Alert - USB Mode (Auto / Mass Storage / PTP / PictBridge (Automatic recognition)) - PictBridge (USB Direct Print) 			
Other Features	<ul style="list-style-type: none"> - Memory Stick™ Duo - Optical view finder - Multi plug (DC in / USB / AV out) 			
STAMINA				
Pictures	Approx. 400 pictures	Approx. 390 pictures	Approx. 360 pictures	
Supplied Accessories	<ul style="list-style-type: none"> - Lithium Battery NP-BG1 - Battery Charger - Power Cord - AV/ USB Multi Connecting Cable - Wrist Strap - Operation Instruction - Cyber-shot Viewer Ver. 1.0 USB Driver 			
Dimensions (W x H x D)	89 x 59 x 23mm	89 x 57 x 23mm	89.8 x 58.9 x 22.9mm	94.2 x 60.6 x 24.8mm
Net Weight	123g	127g	120g	170g

Design and specifications are subject to change without prior notice.