

Press Release

New Stylish Cyber-shot™ DSC-T30 Shoots Sharper Pictures with Sony's Double 'Anti-Blur' Technology

The camera offers a large 3-inch LCD screen and STAMINA that takes up to 420 shots

Hong Kong, April 7, 2006 – Sony's new 7.2-Mega Pixel Cyber-shot™ digital still camera DSC-T30 offers the perfect combination of stylish design and excellent picture quality. Featuring the unique double 'Anti-Blur' technology, which combines Super SteadyShot™ with a high sensitivity mode of up to ISO1000, the DSC-T30 prevents the risk of blurring photos by handshake or unwanted movement of the camera. This high performance technology is ideal for sharper shots when shooting moving subjects or for more natural shots without the need of a flash in low-light conditions. The DSC-T30 also minimizes power consumption to offer users extensive photo opportunities of up to 420 shots in one charge.

Brilliant images and additional colour modes

The new powerful and yet slim 1/2.5" 7.2-Mega Pixel Super HAD CCD maintains the compact and lean body of the DSC-T30 without compromising on the higher resolution of the pictures. Also introduced for the first time in the T-series, the DSC-T30 adapts a generous 3" Clear Photo LCD Plus screen, an increase of 42% as compared to the screen size of DSC-T9 to ensure vibrant colours and targeted objects are captured.

The camera's two new colour modes of "Natural" and "Rich", in addition to the "Standard", "Monochrome" and "Sepia", expand the choices for users to customize the settings of each shot. The newly implemented functionalities like the "Menu Guidance" allows users to choose the right possible number of photos on the optimal print size, making the DSC-T30 absolutely effortless to use.

Hassle-free shooting in difficult conditions

Thanks to the double 'Anti-Blur' technology, users can shoot in difficult conditions, such as low light, reducing the risk of blurring pictures. Besides, users can also capture moving objects with less blur or they can be moving (such as in a car or walking) while shooting a fixed object. This technology offers an option that is not possible when just using a camera with an optical image stabilizer.

High Sensitivity even allows users to shoot without the flash in low light conditions, resulting in pictures that are as sharp as when using a flash but more naturally lit. Utilizing Sony's Clear RAW NR feature can greatly reduce the noise level, which is relatively high when using the traditional High Sensitivity mode. The Clear RAW NR original algorithm system reduces

colour and luminance noise, enabling shooting with significantly higher sensitivity of up to ISO1000 for images with less noise and finer detail.

User friendliness at its best

The DSC-T30 eliminates any hassle of photo taking with its latest guided functions for users to get the best shot out of any circumstances:

- **Menu Guide** - This useful feature advises users on the number of photos that can be shot on a selected image size based on the available memory capacity on both internal memory and Memory Stick™ media. This will allow users to plan the number of shots and achieve the desired maximum print size out of each picture.
- **Function Guide** - This pop-up display on the screen indicates the function selected in text without leaving the user puzzled about unfamiliar icons on the screen. Its dial-up mode provides explanation of the shooting mode for the right shooting environment.
- **One-touch Display Adjustment Button** - By pressing the display button for one second, the user can quickly boost the brightness of the screen to view the shot clearly under strong light.
- **Selection of 2-second or 10-second Self-timer Shooting** - The option of a shorter self-timer function reduces blurry images by avoiding the need to activate the press shutter button that may cause smear-look effects on the photos.
- **Direct Button for “Slide Show with Music”** - The “Slide Show with Music” function works like a photo album with various music to choose from for the fun sharing moment with friends and family.

The DSC-T30 in silver or black will be available in Hong Kong from early May.

Order Now

Pre-registration is open to customers from April 7 to April 17, 2006. Pre-ordering runs from April 18 to April 26, 2006 at the Sony Style Hong Kong, Sony Shops, Sony’s Web site at www.sonystyle.com.hk, and Sony’s tele-sales hotline at (852) 2345-2966.

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Fact Sheet for Cyber-shot™ DSC-T30

Clear RAW NR

Utilizing a newly 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 ISO1000 situations.

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 photo is bright foreground and background without the flash.

Slide Show with Music

The DSC-T30 allows for the creation and playback of photo-cinematic slide shows with the simple push of a button. Users can set the mood with 4 choices of background music (Simple, Nostalgic, Stylish and Active) to view the photos or even personalize their slide show experience with customized music created by the bundled software.

Super SteadyShot™ Technology

The Super SteadyShot™ (Sony's Optical Image Stabilizer Technology) incorporates a newly developed shift lens to compensate for inevitable shaky hands, vibrations and movements when shooting pictures, for consistently sharp details.

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Specifications of Cyber-shot™ DSC-T30 are as below:

Model	DSC-T30
BASIC SPECIFICATIONS	
Pixels	Gross: approx. 7.4 Mega Pixels Effective: approx. 7.2 Mega Pixels
Imager	Super HAD CCD
Zoom	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 14x (VGA)/ 5.6x (2 Mega)/ 4.5x (3 Mega)/ 3.6x (5 Mega)/ 4.8x (16:9)
Lens	Carl Zeiss "Vario-Tessar"
F Number	F3.5 - 4.3
Focal Length	f = 38 - 114mm (35mm conversion)
Focusing Range	AF = 500mm - ∞ Macro AF = W:80mm - ∞, T:250mm - ∞ Magnifying Glass Mode = W: 10 - 200mm
Processor	Real Imaging Processor
Internal Memory	58MB
Memory Stick™ Slot	Memory Stick Duo™ / Memory Stick PRO Duo™
LCD Display	3-inch LCD (230K dots) "Clear Photo LCD Plus"
STAMINA	Up to 420 shots
USB Terminal	USB 2.0 Hi-Speed
MAIN FEATURES	
Shutter Speed	Auto (1/4 – 1/1000)/ Program Auto (1 – 1/1000)
Scene Selection	Twilight/ Twilight Portrait/ Soft Snap/ Landscape/ Snow/ Beach/ High-Speed Shutter/ Fireworks/ High Sensitivity
Still Image Size	7M (3,072 x 2,304) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 2M (1,632 x 1,224) VGA (640 x 480) 7M, 3:2 (3,072 x 2,048) 16:9 (1,920 x 1,080)
AF Area	Multi-Point (5 points, Auto)/ Center Weighted/ Spot
AF Method	Single/ Monitoring
Image Stabilizer	Double Anti-blur solutions: Optical (High Sensitivity, up to ISO1000) and Super SteadyShot™
AF Illuminator	Yes

Light Metering	Multi Pattern/ Center Weighted/ Spot
Flash Mode	Auto/ Forced Flash/ Slow Synchro/ Off
Distance Limitations Using Flash	ISO Auto (W: 0.1-3.4m; T: 0.25-2.7m)/ ISO1000 (W: 6.0m; T: 4.7m)
ISO Sensitivity Setting	Menu, Auto/ 80/ 100/ 200/ 400/ 800/ 1000
White Balance	Auto/ Daylight/ Cloudy/ Incandescent/ Fluorescent/ Flash
Burst Mode	Normal/ Burst/ Bracketing/ Multi Burst
Histogram Indicator	Yes
MPEG Movie	MPEG Movie VX Fine/ Standard
User Interface	<ul style="list-style-type: none"> - Self Timer (10sec / 2sec/ Off) - Auto Review (2sec) - Index Playback (9 pictures) - Slide Show Playback - Playback Zoom (5x) - Hand Shake Alert - Slide Show with Music (4 tunes) - USB Mode - PictBridge™ (USB Direct Print)
OTHER FEATURES	
	<ul style="list-style-type: none"> - Memory Stick Duo™ / Memory Stick PRO Duo™ slot - Tripod hole - Multi plug 2 (DC-in/USB/AV-out)
SUPPLIED ACCESSORIES	
	<ul style="list-style-type: none"> - InfoLithium Battery NP-FR1 - Battery Charger - Power Cord - AV/ USB/ DC in Multi Connecting Cable - Wrist Strap - Operation Instructions - CD-ROM (Cyber-shot Viewer Ver.1.0, USB Driver)
Dimensions (W x H x D)	95.0 x 56.5 x 23.3mm
Net Weight	132g (including battery and Memory Stick Duo™: 169g)

Design and specifications are subject to change without prior notice.