

# SONY

## Press Release

### **Sony Adds More Colours to New Slim Cyber-shot T10**

*Available in silver, black, white and pink, the new 7.2 mega pixel Cyber-shot T10 range combines Super SteadyShot™ and high ISO sensitivity for outstanding photos and movie quality*

**Hong Kong, August 24, 2006** – Slim and stylish, Sony’s new Cyber-shot T10 (DSC-T10) brings colours to the world of digital cameras in silver, black, white and pink – a colour for everyone. The Cyber-shot T10 is also the first digital camera that can be used with Sony’s latest GPS unit (GPS-CS1) to store information of the location and time of each photo captured. Encased in a sleek shiny case with hairline finished lens cover, the 7.2 mega pixel Cyber-shot T10 maintains stable shots with Sony’s Super SteadyShot™ and high sensitivity of up to ISO1000.

“The Cyber-shot T10 is the first digital camera that provides users with useful information such as the location and time of each photo captured with Sony’s newly developed GPS unit. This offers users enhanced convenience while enjoying the fun of photo shooting. In addition to incorporating a host of useful features to capture high quality pictures and movies, the Cyber-shot T10 offers various chic colours to allow customers to select a colour to match their personality or lifestyle,” said Mr. Kunihiko Kawakita, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

### **Shooting photos made easy**

Also, implemented for the first time in the T series, the Cyber-shotT10 can capture movies of a subject with up to 14x smart zoom<sup>1</sup> and record quality movies in limited light ambience by realising approximately 10 lux (about 1.3EV) by improving gain and adjusting its shutter speed.

The Cyber-shot T10 employs user-friendly features to make photography convenient and fun. Its “High Sensitivity Mode” function enables auto setting of ISO to reduce inevitable subject and camera shakes. To set and guide the user to use the right functions before a shoot, the Cyber-shot T10 comes with an icon guidance to help the user identify the settings selected on the dial in text form. The camera also comes with 5 different colour modes in standard, vivid, natural, sepia and monochrome to make photography more interesting. Group photo takings are also a breeze with the option of a 2-second or 10-second self-timer shooting.

### **View and take photos with details**

To view a photo taken, the Cyber-shot T10 has a one-touch display adjustment button that boosts the brightness of its 2.5-inch Clear Photo LCD Plus screen for better view with details under strong light. To note the number of photos that the Cyber-shot T10 can shoot with the available memory capacity, it has an image size function that specifies the amount of shots possible based on the desired print size from VGA format to 7 mega pixels.

---

<sup>1</sup> In VGA format

## **Share photos in a fun way**

With one click, the Cyber-shot T10 can transform all the photos into a slide show playing the music based on the user's selection to suit the mood with interesting effects. The slide show with music consists of 4 moods – simple, nostalgic, stylish and active to create different and fun ways of enjoying photos. For photos captured with the optional GPS unit, the user will find it easy to use the supplied Picture Motion Browser to organise photos based on location via the map view or by period via the time view.

The Cyber-shot T10 will be available from the beginning of September at HK\$2,890.

“Cyber-shot”, “Memory Stick” and “SteadyShot” are trademarks of the Sony Corporation. All other trade names mentioned in this publication are trademarks of their respective holders.

## **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on [www.sony.com.hk](http://www.sony.com.hk).

###

## **Fact sheet for Cyber-shot T10**

### **Super SteadyShot™ Technology**

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

### **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.

### **High Sensitivity Movie Shooting**

First in the Cyber-shot T-series to realise approximately 10 lux (approximately 1.3 EV) shooting capability by improving gain and adjusting shutter speed.

### **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.

### **Slide Show with Music**

The Cyber-shot T10 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 personalise their slide show experience with customised music created with the bundled software.

### **Picture Motion Browser**

Picture Motion Browser manages and uploads images from Cyber-shot digital camera and automatically organises the images by date in a calendar format to make them easy to find. This new application also offers a revolutionary map view function, which organises pictures by location and displays it on the world map by using the optional accessory GPS Unit.

## Specifications Sheet for Cyber-shot T10

Model Name		<b>DSC-T10</b>
<b>BASIC SPECIFICATIONS</b>		
Pixels		Gross: approx. 7.4 Mega Pixels
		Effective: approx. 7.2 Mega Pixels
Zoom		- Optical: 3x - Precision Digital Zoom: approx. 6x - Smart: 5M: approx. 3.6x; 3M: approx. 4.5x; 2M: approx. 5.6x; VGA: approx. 14x; 16:9: approx. 4.8x - Optical Zoom during movie recording
Lens		Carl Zeiss® Vario-Tessar
Sensor Type		CCD
F number		F3.5 - 4.3
Focal length		f = 38 - 114mm (35mm conversion)
Focusing Range	AF	W: approx. 50cm - ∞, T: approx. 50cm - ∞
	Macro AF	W: approx. 8cm - ∞, T: approx. 25cm - ∞
	Magnifying Glass Mode	W: approx. 1cm to approx. 20cm
Processor		Real Imaging Processor
Internal Memory		56MB
Memory Stick		Memory Stick Duo™/ Memory Stick PRO Duo™
LCD Screen		2.5" TFT LCD (230k dots)
Stamina		Approx. 250 pictures
Battery		InfoLITHIUM NP-FT1
USB		2.0 Hi-Speed
<b>MAIN FEATURES</b>		
Auto Focus Method		Single AF/ Monitoring AF
Auto Focus Area		Multi Point (5 Points)/ Center Weighted/ Spot
Focus Mode		Auto Focus/ Macro/ Focus Preset/ Magnifying Glass
Magnifying Glass Mode (magnifying ratio )		3.5x, 1cm
Clear RAW NR		Yes
Aperture		Auto (F3.5 - F10)/ Program Auto (F3.5 - F10)
Shutter Speed		Auto (1/4 - 1/1000)/ Program Auto (1" - 1/1000)
NR Slow Shutter		- ISO Auto/ 80/ 100/ 200: shutter speed of 1/6 sec or slower - ISO400/ 800/ 1000: shutter speed of 1/25 sec or slower )
Super SteadyShot™		Optical
SteadyShot™ Function		On/ Off/ SteadyShot Mode
Exposure Compensation		± 2.0EV, 1/3EV step
White Balance		Auto/ Daylight/ Cloudy/ Fluorescent/ Incandescent/ Flash
Light Metering		Multi-pattern/ Center Weighted / Spot
Sharpness / Contrast Setting		Menu, plus/ minus 1step
ISO Sensitivity Setting		Menu, Auto/ 80/ 100/ 200/ 400/ 800/ 1000
Exposure Mode		Auto, Program Auto, Scene selection 9 modes (Twilight/ Twilight Portrait/ Soft Snap/ Landscape/ Beach/ Snow/ Fireworks/ High-speed Shutter/ High Sensitivity)
Colour Mode		Vivid/ Natural/ B&W/ Sepia
Auto Focus Illuminator		W: approx. 2.7m, T: approx. 2.5m
Flash Mode		Auto/ Forced Flash/ No Flash/ Slow Syncro
Flash Range		ISO Auto: 0.1 - 2.8m (W)/ 0.25 - 2.3m (T), ISO1000: up to

	4.9m (W)/ 4.0m (T)		
Auto Daylight Syncro	Yes		
Red-eye Reduction	Yes		
Still Image Size / Minimal Recording Interval	7M (3,072 x 2,304/ 1.4sec) 7M, 3:2 (3,072 x 2,048/ 1.3sec) 5M (2,592 x 1,944/ 1.5sec) 3M (2,048 x 1,536/ 1.4sec) 2M (1,632 x 1,244/ 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		
Burst Interval	Max. image size, Fine: approx. 0.92sec		
	VGA, Standard: approx. 0.78sec.		
Still Image Recording Mode	Normal (JPEG)/ Burst (JPEG)/ Bracketing (JPEG)/ Multi Burst (1M)		
<b>USER INTERFACE</b>			
	<ul style="list-style-type: none"> <li>- Self Timer (10sec/ 2sec/ Off)</li> <li>- Auto Review (2 sec)</li> <li>- Index Playback (9 images)</li> <li>- Trimming/ Resize (all size)/ Playback Zoom (5x)</li> <li>- Image Rotation/ Divide (MPEG)/ Cue &amp; Review</li> <li>- Animation Display (Enlarged Camera Menu, Function Guide, Image Size Guide)</li> <li>- Battery Remaining Indicator</li> <li>- Slide Show Playback</li> <li>- Slide Show Effect (Transition Effect, 5 Modes &lt;Normal/ Simple/ Active/ Nostalgic/ Stylish&gt;, Music (4 tunes)</li> <li>- Hand Shake Alert</li> <li>- Histogram Indicator</li> <li>- Exposure Warning Indicator</li> <li>- Disk/ Memory Stick Remaining Indicator</li> </ul>		
<b>OTHER FEATURES</b>			
	<ul style="list-style-type: none"> <li>- Speaker Volume Control</li> <li>- Internal Memory Full Data Copy (to Memory Stick )</li> <li>- USB Connecting (Mass Storage/ PTP/ PictBridge™/ Multi Configuration)</li> <li>- Multi use Terminal Type 2 (DC-in/ USB/ AV-out)</li> <li>- Tripod Receptacle</li> <li>- Water Housing/ Sport Pack Compatibility</li> </ul>		
<b>QUICK RESPONSE</b>			
Response time	Start-up	Shutter Time Lag	Release Time Lag
	Approx. 1.3sec	Approx. 0.28sec	Approx. 0.01sec
<b>BODY SIZE</b>			
Dimensions (W x H x D)	89.7 x 54.9 x 20.6mm		
Net Weight	Approx. 140g (approx. 165g with MS Duo, supplied accessories)		
<b>SUPPLIED ACCESSORIES</b>			
Rechargeable Battery (NP-FT1), Battery Charger (BC-CS3), Power cord (except U2, CA2), Multi Cable, Wrist Strap, CD-ROM (Picture Motion Browser)			