



Press Release

Sony's New Touch-Panel Cyber-shot Models T50 and N2 Create Fun with Personalisation of Photos

Large 3" Clear Photo LCD Plus in Cyber-shot T50 and N2 personalises photos with unique touch-panel functions

Hong Kong, September 26, 2006 – Sony Corporation of Hong Kong Limited today introduced two new easy-to-use touch panel models, 7.2 Mega-pixel Cyber-shot T50 (DSC-T50) and 10.1 Mega-pixel Cyber-shot N2 (DSC-N2), each comes with a generous 3-inch Clear Photo LCD Plus screen for enhanced playback of photos. Both digital cameras add fun to photography with a Paint function, which allows users to personalise their captured images with icons and drawings.

Both new Cyber-shot cameras leverage on Sony's wider D-range technology that controls light entering the lens and maximizes possible latitude to overcome highly exposed photos shot with bright background. These effects enable reproduction of an image with approximately 159% colour improvement without the need to edit them in photo software. Compatible with the newly-launched GPS unit, the GPS-CS1, both models can now take photos with location details and photo information including time of capture and camera settings for a hassle-free photo experience. The Cyber-shot T50 and N2 are equipped with premium Carl Zeiss® Vario-Tessar lens, providing close-up shots of subjects in both movie and photo mode up to 3 times in greater details.

Cyber-shot™ T50 with Super SteadyShot™ and High Sensitivity

Available in black, silver and red, the 7.2 Mega-pixel Cyber-shot T50 employs the unique and flexible AF function for easy focusing on subjects before capture with just a tap on the screen. It maintains the sharp image capture like its predecessor, Cyber-shot T30 with Sony's unique Super SteadyShot™ optical image stabilization. The Cyber-shot T50 has added a new Super SteadyShot™ alert that has a "Super SteadyShot™ ON" icon on the screen when the feature is activated for gentle reminder to the user. Combined with a high ISO of 1000, the Cyber-shot T50 prevents blurred images caused by both user's hand movements and subjects in motion and this applies also to movie recording. To enhance picture quality in images shot in high ISO, the Cyber-shot T50 implements Sony's distinctive Clear RAW NR technology that greatly reduces noises appearing on the photos. The high stamina of the camera provides long period of fun shooting without recharging for a full day, taking approximately 400 images¹.

The Cyber-shot T50 is available from end of September at HK\$3,390.

¹ In CIPA standard

10.1 Mega-pixel Cyber-shot N2 with High ISO1600

Designed and styled with both front and back of the camera in mind, the Cyber-shot N2 portrays a classy touch with a beautiful contrast on both sides with soft edges. The Cyber-shot N2 can take extremely high resolution and sharp pictures in 10.1 Mega pixel resolution with Sony's unique Super HAD CCD 1/1.7" size. The new Cyber-shot N2 has a high ISO standard of 1600 that captures sharper images in both dim conditions and fast-moving objects without flash. Packed with a high stamina performance, it can take approximately 300 images² per charge and is suitable for a day-long outdoor trip.

The Cyber-shot N2 has an additional colour mode feature that matches the user's shooting conditions in standard, vivid, natural, sepia and monochrome to produce creative photos depending on situations. For example, the "vivid" mode is best suited to focus on one-coloured subject such as the blue sky or a red flower to produce natural tones in the image. Sharing of photos is also more entertaining with the pocket album feature that holds up to 500 pictures³. The Cyber-shot N2 allows user to set the mood of the slide show with the option to load 4 music files into the camera or select from present music.

Besides being compatible for indoors and outdoors shoot, the Cyber-shot N2 has friendly individual buttons for the optional marine housing, which enables one to capture the marine life underwater up to 40 metres. The Cyber-shot N2 will be available from mid of October.

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.

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² In CIPA standard

³ In VGA format

Specifications sheet for Cyber-shot T50 and Cyber-shot N2

Model Name		DSC-T50
Pixels	Gross Pixels	Approx. 7.4 Mega Pixels
	Effective Pixels	Approx. 7.2 Mega Pixels
Zoom		Optical Zoom: 3x
		Precision Zoom: Approx. 6x
		Smart Zoom: 5Mega: Approx. 3.6x 3Mega: Approx. 4.5x 2Mega: Approx. 5.6x VGA: Approx. 14x 16:9: Approx. 4.8x
		Optical Zoom during movie recording
		Lens
Sensor Type / Size		CCD / 1/2.5" type (7.20mm)
F number		F3.5 - 4.3
Focal Length = (35mm conversion)		6.33 - 19.0mm (38 - 114mm)
Focusing Range	AF	W: Approx.500mm - ∞, T: Approx.500mm - ∞
	Macro AF	W: Approx. 80mm - ∞, T: Approx.250mm - ∞
	Magnifying Glass Mode	W: Approx.10mm to approx. 200mm
Processor		Real Imaging Processor
Internal Memory (Capacity for Shooting)		56MB
Memory Stick		Memory Stick Duo / Memory Stick PRO Duo
LCD	Screen Size	3.0" LCD or 75mm TFT
	Total Dot Number	230k
	Clear Photo LCD Plus	Yes
Stamina	No. of Shots	Approx. 400 pictures
	Battery Life	Approx. 200 mins
Battery System		InfoLITHIUM NP-FR1
USB		2.0 Hi-Speed
Dimensions (W x H x D)		95.0 x 56.5 x 23.4mm
Weight		- Body net weight: Approx. 130g - With supplied Memory Stick Duo and battery: Approx. 170g

Model Name		DSC-N2
Pixels	Gross Pixels	Approx. 10.3 Mega Pixels
	Effective Pixels	Approx. 10.1 Mega Pixels
Zoom		Optical zoom: 3x
		Precision Zoom: Approx. 6x
		Smart Zoom:
		- 8 Mega: Approx. 3.4x - 5 Mega: Approx. 4.2x - 3 Mega: Approx. 5.3x - 2 Mega: Approx. 6.7x - VGA: Approx. 17x - 16:9: Approx. 5.7x
Lens		Carl Zeiss® Vario-Tessar
Sensor Type / Size		CCD / 1/1.7" type (9.15mm)
F number		F2.8 - 5.4
Focal Length = (35mm conversion)		7.9 - 23.7mm (38 - 114mm)
Focusing Range	AF	W: Approx. 500mm - ∞, T: Approx. 500mm - ∞
	Macro AF	W: Approx.60mm - ∞, T: Approx. 340mm - ∞
Processor		Real Imaging Processor
Internal Memory (Capacity for Shooting)		25MB
Memory Stick		Memory Stick Duo / Memory Stick PRO Duo
LCD	Screen Size	3.0" LCD or 75mm TFT
	Total Dot Number	230k
	Clear Photo LCD Plus	Yes
Stamina	No. of Shots	Approx. 300 pictures
	Battery Life	Approx. 150 mins
Battery System		LITHIUM ION NP-BG1
USB		2.0 Hi-Speed
Dimensions (W x H x D)		96.7 x 61.1 x 22.7mm
Weight		- Body net weight: Approx. 151g - With supplied Memory Stick Duo and battery: Approx. 185g

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