

Press Release

Sony's New Cyber-shot T Series Cameras Expand Photographic Horizon

*Ultimate personalised shooting experience with 8.1 mega pixels and
Bionz™ Image Processing Engine*

Hong Kong, March 1, 2007 – Sony Corporation of Hong Kong Limited today added two new models, the DSC-T100 and DSC-T20, to its most popular Cyber-shot T Series. Renowned for its ultra slim, stylish design and large LCD screen, the Cyber-shot T Series boasts a cutting-edge style and a suite of new exciting features including Sony's advanced Bionz™ Image Processing Engine, In-camera Editing functions, Double "Anti-blur" solution and Face Detection technology for high-quality imaging and sharing.

"The new Cyber-shot T Series creates fun with personalisation of photos through Double "Anti-blur" solution and the latest imaging technologies of Face Detection and In-camera Editing functions. It expands photographic possibilities and enables consumers to experience high-definition image sharing in an unprecedented way," said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

The DSC-T100 and DSC-T20 are the first Cyber-shot models to incorporate Sony's Bionz™ image Processing Engine originally used in the Sony's digital single-lens reflex camera α100. The Bionz™ Image Processing Engine enables high image resolution and high speed. Higher sensitivity is achieved by improving the noise reduction processing. As a result, dynamic range and colour reproduction are optimised to achieve supreme image quality.

The two new Cyber-shot models add fun to photography with the new In-camera Editing functions. Images captured by the DSC-T100 and DSC-T20 can immediately be touched up and edited in the camera. In addition to trimming and red-eye adjustment functions, four new touch-up functions have been added for extra enjoyment, including Soft focus filter, Cross filter, Part colour filter and Fish-eye filter.

The DSC-T100 and DSC-T20 incorporate the new hardware Face Detection engine of Sony original development which contributes to stunning portrait images. When shooting portraits, the Face Detection technology contributes to clear reproduction of the subject's features. In addition, white balance adjustment, colour control (in which the colour is corrected to healthy flesh colour) and red-eye reduction with pre-strobe combine to ensure portraits will always be beautifully taken in an easy way.

The new Cyber-shot T Series features Double "Anti-blur" solution which enables high quality image under any conditions. The most minute details are clearly captured with the 8.1

effective mega pixels and Super HAD CCD, allowing the printing of photo-quality images up to A4 size. The maximum ISO3200 sensitivity lets users capture the atmosphere of dark settings without a flash. Clear RAW noise reduction suppresses noise to enable crisp and vivid images even during high sensitivity shooting, and the Carl Zeiss® Vario-Tessar® lens delivers high contrast and resolution.

The Cyber-shot DSC-T100 and DSC-T20 also offer an enhanced way for users to enjoy still images. In addition to standard output by printing, images can now be displayed perfectly in full high-definition quality on a Sony's BRAVIA high-definition LCD TV¹. Moreover, advanced HD Slide Show with Music enables the DSC-T100 and DSC-T20 to automatically create personalised slideshows of high-definition TV quality.

Both new models from the Cyber-shot T Series are fashion must-haves for the style-savvy. With the light yet compact silver-coated aluminium body, the DSC-T100 comes in a look and feel unlike other conventional cameras. Three posh colour variations are available for the DSC-T100, including black, silver and chic red. The four beautiful colour variations of the DSC-T20 including silver, black, white and pink are complemented by a unique two-tone front design. Graced by a mirror-finish lens area, the whole body of the DSC-T20 looks super compact and hip.

The DSC-T100 will be available from the beginning of March at the suggested retail price of HK\$3,290 while the DSC-T20 will be launched from end of March at HK\$2,990. The DSC-T20 is available standalone or in a specially packaged "HD Print Kit" which enables customers to connect the digital camera to Sony's BRAVIA high-definition LCD TV for displaying images in high-definition quality and printing 4R photo images in merely 48 seconds.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

###

¹ Optional HD output adaptor cable is required

Specifications sheet for Cyber-shot DSC-T100 and DSC-T20

Basic specifications		
Model Name	DSC-T100	DSC-T20
Pixels	Gross: Approx.8.3 Mega pixels Effective: Approx.8.1 Mega pixels	
CCD	1/2.5" Super HAD	
Processor	Bionz™ Image Processing Engine	
Zoom	Optical Zoom: 5x Precision Digital Zoom: 10x Smart Zoom: 8.5x (HD) Smart Zoom: 25x (VGA) Optical Zoom during movie recording	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 5.1x (HD) Smart Zoom: 15.3x (VGA) Optical Zoom during movie recording
Lens	Carl Zeiss® Vario-Tessar®	
F Number	F3.5-4.4	F3.5-4.3
Focal Length	f = 5-175mm (35mm equivalent)	f = 6.33-19.0mm (38-114mm) (35mm equivalent)
Focusing Range	W:Approx.50cm ~ ∞, T:Approx.80cm ~ ∞, Macro AF=W: 8cm ~ ∞ / T: 80cm ~ ∞ Magnifying Glass mode AF=W:1cm-20cm	W:Approx.50cm ~ ∞, T:Approx.50cm ~ ∞, Macro AF=W: 8cm ~ ∞ / T: 25cm ~ ∞ Magnifying Glass mode AF=W:1cm-20cm
Internal Memory	Approx. 31MB	
Recording Media	Memory Stick Duo / Memory Stick PRO Duo	
LCD	3.0" (230K dots) Clear Photo LCD Plus	2.5" (230K dots) Clear Photo LCD Plus
Stamina	Approx. 340 images	Approx. 380 images
Body Material	Full Metal (Aluminium)	
USB	USB 2.0 Hi-Speed	
Dimensions (W x H x D)	91.8 x 59.2 x 22.3 mm	89.7 x 55.7 x 22.8 mm
Net Weight	141g * *(excluding battery and media)	127g * *(excluding battery and media)

Main features		
Photo Mode	Auto P Auto 9 Scene Selection Modes: High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks / High Speed Shutter	
Still Image Size	8M (3,264 x 2,448) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 3:2 (3,264 x 2,176) 16:9 (1,920 x 1,080) VGA (640 x 480)	
AF Area	Multipoint AF (9 points) Centre Weighted AF Spot AF	
AF Modes	Single AF Monitoring AF	
Anti-blur Solution	Optical Image Stabilizer “Super SteadyShot”	
Light Metering	Multi Pattern, Spot, Centre Weighted	
Flash Modes	Auto, Forced Flash, No Flash, Slow Synchro	
Flash Range	ISO Auto W :0.1-3.7m, T: 0.8-2.9m	ISO Auto W: 0.1-3.0m , T: 0.25-2.5m
ISO Sensitivity Setting	Auto /80 / 100 / 200 / 400 / 800 / 1600 / 3200	
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash	
Colour Mode	Vivid / Natural / Sepia / Monochrome	
Flash Burst Mode	Normal / Auto Bracket	
Histogram	Yes	
Red-eye Reduction	Yes	
Self-Timer	Yes (10sec. / 2sec.)	
Movie Recording Format	VX Fine (640 x 480, approx. 30fps) VX Standard (640 x 480, approx. 16.6fps) Presentation (320 x 240, approx. 8.3fps)	

User interface	
New Interface	- Bionz™ Image Processing Engine - HD output compatible (*Optional HD output adapter cable required) - Face Detection technology - In-Camera Editing - HOME Menu - Slide Show with Music (HD / SD) - DRO Standard mode
Standard Interface	- DPOF-compatible - Function Guide - Auto Review (2sec.) - Automatic Image Rotation - USB mode: Auto / Mass Storage / PictBridge (Automatic recognition compatible) - PictBridge (USB Direct Print) - Memory Stick Duo slot - Tripod Receptacle - Multi-use terminal (DC-in* / USB / AV out) *Bundled Multi-use cable does not support DC-in - LITHIUM ION Battery (NP-BG1) - Cradle