

Press Release

Sony Introduces New Cyber-shot W Series with Up to 12.1 Mega Pixels and High Sensitivity of ISO6400

Four New Digital Cameras Offer Excellent Picture Quality with User-friendly Features

Hong Kong, March 1, 2007 – Sony Corporation of Hong Kong Limited today added four new models to its Cyber-shot W Series - the DSC-W200, DSC-W90, DSC-W80 and DSC-W55. The new Cyber-shot W Series digital cameras feature a higher resolution CCD, In-camera Editing functions, Sony's Double "Anti-blur" solution, the high-quality Bionz™ Imaging Processing Engine and Face Detection technology for excellent image expression.

"We have expanded the Cyber-shot W Series to add more fun in photo-taking for novices and family users. Digital camera is becoming a must-have gadget for families and Sony aims to make cameras affordable for everyone to capture moments of precious memories in an easy way. Together with the advanced features and enhanced image qualities, the Cyber-shot W Series digital cameras are geared to be a great companion for all families," said Mr. Koichi Tsunematsu, Division Managing Director, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

Featuring high resolution HAD CCD and premium Carl Zeiss® Vario-Tessar® lens, the 12.1 effective mega pixels DSC-W200, 8.1 effective mega pixels DSC-W90 and 7.20 effective mega pixels DSC-W80 and DSC-W55 ensure even the most minute details of photographic images will be captured. Equipped with the Bionz™ Image Processing Engine, which was first introduced on the Sony digital single-lens reflex camera, the four new models enable high image resolution and higher sensitivity. With the Dynamic Range Optimiser for improved noise reduction processing, dynamic range and colour reproduction are enhanced, resulting in much higher image quality.

Thanks to the In-Camera Editing functions, the new W Series provides a one-stop solution for photo-taking and editing. Images captured through its Carl Zeiss® Vario-Tessar® lens can immediately be touched up and edited in the camera. Other than "red-eye correction" function and the "trimming" functions, four new touch-up functions are added for extra enjoyment: Soft focus filter, Cross filter, Part colour filter, and Fish-eye filter. These easy-to-use and fun editing tools provide a new experience to those who enjoy sharing photos with personalised styles and creativity.

The new Cyber-shot W Series cameras offer a Double "Anti-blur" solution for worry-free shootings. The high-speed shutter prevents subject blur, and the maximum ISO 6400 sensitivity lens enables users taking a picture without using the flash even in a dark environment. Clear RAW NR (noise reduction) suppresses noise to enable beautiful images

even during high sensitivity shooting. This is obtained by the CCD signal conditioning, and the signal level (sensitivity) was tripled by bringing three pixels of the number of effective pixels together in one, and taking a picture to high sensitivity is enabled.

The new hardware Face Detection engine of Sony's original development is installed in the Cyber-shot DSC-W200, DSC-W90 and DSC-W80. When shooting portraits, the Face Detection technology contributes to clear reproduction of the subject's features. It employs the Bionz[®] Image Processing Engine to ensure high-speed, high-precision focusing, exposure compensation and suitable flash control. It also helps to ensure quick tracking of a moving subject. In addition, white balance adjustment, colour control (by which the colour is corrected to healthy flesh-colour), and red-eye reduction with pre-strobe are the superior features. Therefore, beautiful portraits can always be taken in an easy way.

In an era when full HD technology will become common in camcorders and broadcasting-related products, the new Cyber-shot W Series elicits new customer desire by offering photo viewing on high-definition TV screens such as BRAVIA LCD TV¹. Simply connecting the camera to a high-definition BRAVIA TV via an optional cable, users can enjoy an exciting new experience of enjoying the beauty of photos on a huge living room screen. It also offers full HD Slide Show with Music, which enhances the enjoyment with high-definition TV image quality.

The DSC-W80 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.

The respective available dates and suggested retail prices of Cyber-shot DSC-W200, DSC-W90, DSC-W80 and DSC-W55 are as follows:

Model	Available date	Suggested retail price
DSC-W55	Beginning of March 2007	HK\$1,990
DSC-W80	Mid of April 2007	To be announced
DSC-W90	End of March 2007	HK\$2,490
DSC-W200	End of May 2007	To be announced

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

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¹ Optional HD output adapter cable required.

Specifications sheet for Cyber-shot DSC-W200, DSC-W90, DSC-W80 and DSC-W55

Basic specifications				
Model	DSC-W200	DSC-W90	DSC-W80	DSC-W55
Pixels	Gross: 12.39 Mega pixels Effective: 12.1 Mega pixels	Gross: 8.3 Mega pixels Effective: 8.1 Mega pixels	Gross: 7.41 Mega pixels Effective: 7.201 Mega pixels	
CCD	1/1.72” Super HAD CCD	1/2.5” Super HAD CCD		
Processor	Bionz™ image processing engine			Real Imaging Processor
Zoom	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 6.2x (HD) Smart Zoom: 18.8x (VGA)	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 5.1x (HD) Smart Zoom: 15.3x (VGA)	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 4.8x (HD) Smart Zoom: 14x (VGA)	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 14x (VGA)
Lens	Carl Zeiss® Vario Tessar®			
F Number	F2.8-5.5		F2.8-5.2	
Focal Length	f = 35-105mm (35mm equivalent)	f = 35-115mm (35mm equivalent)	f = 35-105mm (35mm equivalent)	f = 35-114mm (35mm equivalent)
Focusing Range	W: Approx.34cm ~ ∞ T: Approx.34cm ~ ∞ Macro AF=W: 5cm ~ ∞ / T: 34cm ~ ∞	W: 50cm ~ ∞ T: Approx.50cm ~ ∞ Macro AF=W: 4cm ~ ∞ / T: 35cm ~ ∞	W: 50cm ~ ∞ T: 50cm ~ ∞ Macro AF=W: 4cm ~ ∞ / T: 35cm ~ ∞	W: 50cm ~ ∞ T: 50cm ~ ∞ Macro AF=W: 2cm ~ ∞ / T: 30cm ~ ∞
Internal Memory	Approx. 31MB			56MB
Recording Media	Memory Stick Duo / Memory Sick PRO Duo			
LCD	2.5-inch (115K dots) LCD TFT			
Stamina	Approx. 270 images	Approx. 350 images	Approx. 340 images	Approx. 380 images
Body Material	Full Metal (Aluminum)			

USB	USB 2.0 Hi-Speed			
Dimensions (W x H x D)	90.9 x 58.5 x 22.2 mm	91.0 x 58.0 x 22.9 mm		88.9 x 57.1 x 22.9 mm
Net Weight	142g* *(excluding battery and media)	124g* *(excluding battery and media)		116g* *(excluding battery and media)
Main features				
Photo Mode	Auto P Auto Simple Manual / High Sensitivity / Twilight / Twilight Portrait / Soft Snap Scene Selection (EX High Sensitivity<New > / senHigh Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks)	Auto P Auto Scene Selection Modes: (High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach)		
Still Image Size	12M (4,000 x 3,000) 8M (3,264 x 2,448) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 3:2 (2,048 x 1,536) 3:2 (3,264 x 2,176) 16:9 (1,920 x 1,080) VGA (640 x 480)	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)	7M (3,072 x 2,304) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 3:2 (3,027 x 2,048) 16:9 (1,920 x 1,080) VGA (640 x 480)	7M (3,072 x2,304) 7M 3:2 (3,072 x2,048) 5M (2,592×1,944) 3M (2,048×1,536) 2M (1,632×1,224) VGA (640×480) 16:9 (1,920×1,080)
AF Area	Multipoint AF (9 points) / Centre Weighted AF / Spot AF			Multi Point AF (5 points) / Centre Weighted AF
AF Modes	Single AF / Monitoring AF			Single AF / Monitoring AF

Anti-blur Solution	Optical Image Stabilizer “Super SteadyShot”		-
AF Illuminator	Multi Pattern / Spot / Centre Weighted		
Light Metering	Multi Pattern / Spot / Centre Weighted		
ISO Sensitivity Setting	Auto / 100 / 200 / 400 / 800 / 1600 / 3200 / 6400	Auto / 100 / 200 / 400 / 800 / 1600 / 3200	Auto / 100 / 200 / 400 / 800 / 1000
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash / Burst Mode / Normal / Auto Bracket		
Colour Mode	Vivid / Natural / Sepia / Monochrome		
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)		VX Fine (640 x 480, approx. 30fps) VX Standard (640 x 480, approx. 17fps) Video Mail (120 x 112, approx. 8fps)
User Interface			
New Interface	- HD output compatible (*Optional HD output adapter cable required) - 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 do not support DC-in - LITHIUM ION Battery (NP-BG1) - Cradle - Marine pack		- Mode Dial Function Guide Image - Brightness(EV) Adjustment Button - LCD Brightness Adjustment Button - Direct Play Button - Hand Shake Alert - PictBridge (USB

		Direct Print) - Multi-use terminal (DC-in/ AV out/USB) - Memory Stick Duo Slot - Tripod Receptacle
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