

Press Release

Sony Launches New Cyber-shot H Series Cameras with Up to 15x Optical Zoom and 1/4000 Second High Shutter Speed for Big Moments

High zoom with high shutter speed facilitates distant shooting

Hong Kong, March 1, 2007 – Sony Corporation of Hong Kong Limited today added two new models, the DSC-H9 and DSC-H7, to its Cyber-shot H Series. The newest high zoom Cyber-shot H Series is equipped with an optical zoom of up to 15x and Carl Zeiss® Vario-Tessar® lens for capturing faraway scenes in details. By using its HD smart zoom (16:9 mode) function, users can shoot with a 25x telephoto pictures, 30x optical zoom, and a powerful 76x Smart Zoom (in VGA mode) when combining with precision digital zoom.

With enhanced shooting capability powered by Sony's advanced Bionz™ Imaging Processing Engine, the 8 mega pixel Cyber-shot DSC-H9 and DSC-H7 come with a 1/2.5" Super HAD CCD which is ideal for shooting in any situations. The newly added advanced sports shooting mode features a high-speed shutter in 1/4000 second and an intelligent continuous AF. These features enable prosumer users to capture a fast-moving subject easily. The combination of advanced sports shooting mode and 15x optical zoom is ideal when shooting from a distance, for example, soccer and baseball game in a big stadium and other sporting events.

The DSC-H9 features a large-sized 3.0-inch tilting Clear Photo LCD plus (2.5-inch 115k dots TFT LCD for the DSC-H7) with a tilting angle of up to 90-degree each. This feature helps a great deal for high/low angle shooting. The high resolution 230K dots Clear Photo LCD plus displays the subject with accurate colour reproduction. Users can check the composition, focus and shooting results easily.

With the In-Camera Editing function, the new H 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 "trimming" functions, users can do In-Camera Editing like soft focus, fisheye, cross filter and part colour effects. These provide a new experience to those who enjoy sharing photos with personalised styles and creativity.

The new H Series cameras also offer a Double "Anti-blur" solution for worry-free distant shootings. The high shutter speed prevents subject blur, and the maximum ISO 3200 sensitivity lens enables users taking a picture without using the flash even in a dark environment. Clear RAW 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) is 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 new members of the H Series. When shooting portraits, the Face Detection technology contributes to clear reproduction of the subject's features. It employs the Bionz™ Imaging 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, thanks to the image analysis algorithm of the Dynamic Range Optimizer, exposure and contrast is adjusted automatically and optimal result is achieved. Even if there is a dramatic light contrast between the subject and background, such as when shooting backlit portraits, the images are in natural looking and match what is seen with the naked eyes. In addition, the white balance adjustment and colour control correct the image to a healthy flesh-colour.

The new full HD TV output¹ allows users to view images on high-definition TV screens simply by connecting the camera to a high-definition BRAVIA LCD TV. Users can experience 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-H9 and DSC-H7 will be available from the beginning of April. 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-H9 and DSC-H7

Basic Specifications		
Model	DSC-H9	DSC-H7
Pixels	Gross: 8.3 Mega pixels Effective: 8.1 Mega pixels	
CCD	1/2.5" Super HAD CCD	
Processor	Bionz™ Image Processing Engine	
Scan Systems	Interlace Scan	
Zoom	Optical Zoom: 15x Precision Digital Zoom: 30x Smart Zoom: 25x (HD) Smart Zoom: 76x (VGA) Optical Zoom during movie recording	
Lens	Carl Zeiss® Vario-Tessar®	
Filter Diameter / Conversion Lens	74mm / Compatible (using supplied lens adapter ring)	
F Number	2.7-4.5	
Focal Length	f = 31-465mm (35mm equivalent)	
Focusing Range	W:Approx.50cm ~ ∞ T:Approx.120cm ~ ∞ Macro AF=W: 8cm ~ ∞ / T: 25cm ~ ∞	
Internal Memory	Approx. 31MB	
Recording Media	MS Duo / MS PRO Duo	
LCD	Hybrid 3.0" (230K dots) Clear Photo LCD Plus	Hybrid 2.5" (115K dots) TFT
Stamina	Approx. 250 images	
Viewfinder	Electronic (0.2 type colour / 201k dots)	
USB	USB 2.0 Full-Speed	
Dimensions (W x H x D)	109.5 x 83.4 x 85.7 mm	
Weight	407g* *(excluding battery and media)	375g* *(excluding battery and media)

Main features		
Photo Mode	Auto P Auto Shutter Speed Priority Aperture Priority Manual 9 Scene Selection Modes (Advanced Sport Shooting / High Sensitivity / Twilight / Twilight Portrait / Landscape / Portrait / Snow / Beach / Fireworks)	
Still Image Size	8M (3,264 x 2,448) 3:2 (3,264 x 2,176) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 (1,920 x 1,080) VGA (640 x 480)	
AF Area	Multipoint AF (9 points) Centre Weighted AF Flexible Spot AF	
AF Modes	Single AF Monitoring AF	
Dynamic Range Optimizer	Standard	
Shutter Speed	Auto (1/4 – 1/4000) Program auto (1" – 1/4000) Shutter priority (30" – 1/4000) Aperture priority (8" – 1/2000) Manual (30" – 1/4000)	
NR Slow Shutter	Yes (shutter speed of 1/3 sec or slower)	
Anti-blur Solution	Image Stabilizer - Optical "Super SteadyShot"	
AF Illuminator	Yes	
Light Metering	Multi Pattern, Spot, Centre Weighted	
Flash	Built-in flash with advanced pre-flash	
Flash Modes	Auto, Forced Flash, No Flash, Slow Synchro	
ISO Sensitivity Setting	Auto 80 / 100 / 200 / 400 / 800 / 1600 / 3200	
White Balance	Auto / Sunlight / Cloudy / Fluorescent 1-3 / Incandescent / Flash / One Push	
Colour Mode	Standard / Vivid / Natural / Sepia/ Monochrome	

Night Shot	Yes
Histogram	Yes
EV Adjustment	From +2.0 to -2.0, by 1/3 EV step
Red-eye Reduction	Yes
Self-Timer	Yes (10sec. / 2sec.)
Movie Recording Format	VX Fine (640x480, 30fps) VX Standard (640x480, 16.6fps) Presentation (320x240, 8.3fps)
Other Features	
New Features	- HD Slide Show with Music (Effect: Normal, Simple, Active, Nostalgic, Stylish/ Preset music file: 4 tunes) - In-camera editing (Soft Focus, Fisheye, Cross Filter, Part Colour, Redeye Correction, Trimming) - HOME Menu
Standard Features	- Mode Dial - Function Guide - Night Shot Switch - Metering Mode Button - Bracket Button - Flash Synchro. (Front/ Rear) - Auto Daylight Synchro. - Pop-up Flash - Grid Line - Auto Review - Hand Shake Alert - PictBridge (USB Direct Print) - Mode Dial - Function Guide - Flash Synchro. (Front/ Rear) - Auto Daylight Synchro. - Pop-up Flash - Grid Line - Auto Review - Hand Shake Alert - PictBridge (USB Direct Print)