



Cyber-shot Digital Camera DSC-S650



Hong Kong, March 1, 2007 – Sony Corporation of Hong Kong Limited today launched the new Cyber-shot digital camera DSC-S650, an addition to the highly affordable and user-friendly Cyber-shot S Series. The DSC-S650 is powered by a 1/2.5” Super HAD CCD and offers an effective 7.2 mega pixel image quality.

The user-friendly “Function Guide” feature helps users choose suitable shooting mode or image size through icon displays and accompanying guidance. When selecting image size, the display will show a suggested printing size and the number of shooting images available based on remaining memory capacity. This is a great benefit especially for beginners who can choose the best image size according to the capacity of the Memory Stick and optimal print size.

The DSC-S650 also features a one-touch “Direct Play Button” which allows quick and easy access to playback mode during shooting or power-off. As a result, even beginners in photography can master the use of a high-quality digital still camera to get beautiful pictures with minimal effort.

The DSC-S650 is compatible with ready-to-use AA Alkaline batteries, meaning that users can enjoy shooting without worrying about battery exhaustion at all. With Ni-MH battery, the DSC-S650 can provide powerful stamina of up to 460 pictures.

Boasting a high shutter speed and sensitivity of up to ISO1000, the DSC-S650 can effectively reduce image blur from camera shaking and enable clear images to be achieved even when shooting in difficult low-light conditions (such as indoor environment without a flash) or capturing fast-moving subjects.

In addition to colour modes available for the existing S Series, namely “Standard” (default), “Monochrome (B&W)” and “Sepia”, the new DSC-S650 carries an expanded range of image

modes for selection. Users can now choose the “Natural” mode for subtle colour images or the “Rich” mode for intense colour effects.

The DSC-S650 also gives users a new way to share fun memories with family and friends. The bundled "Picture Motion Browser" picture management software enables users to easily upload images from the camera, and the users may also use the calendar format to organize the images according to date. The “map view function” of the software also allows users to organise pictures by location, and the users may display them on the world map through the optional “GPS Unit”.

The DSC-S650 will be available from March 2007. For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

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Specifications sheet for Cyber-shot DSC-S650

Basic Specifications	
Model	DSC-S650
Pixels	Gross: 7.4 Mega pixels Effective: 7.2 Mega pixels
CCD	1/2.5" Super HAD CCD
Scan Systems	Interlace Scan
Zoom	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 14x (VGA)
Lens	Sony
Aperture	2.8 - 4.8
Focal Length	f=35-105mm (35mm equivalent)
Focusing Range	AF=W:Approx.50cm ~ ∞ / T:Approx.50cm ~ ∞ Macro AF=W: 5cm ~ ∞ / T: 35cm ~ ∞
Internal Memory	Approx. 24MB
Recording Media	MS Duo / MS PRO Duo
LCD	2.0" (115K dots) TFT
Stamina	Approx. 460 images (with Ni-MH battery)
USB	USB 2.0 Full-Speed
Dimensions (W x H x D)	91.0 x 61.0 x 26.5 mm
Weight	130 g* *(excluding battery and media)

Main features	
Photo Mode	Auto P Auto 7 Scene Selection Modes (High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach)
Still Image Size	7M (3,072 x 2,304) 7M 3:2 (3,072 x 2,048) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 2M (1,632 x 1,224) 16:9 (1,920 x 1,080) VGA (640 x 480)
AF Area	Centre Weighted
AF Modes	Single AF
Light Metering	Multi Pattern, Spot
Flash	Built-in flash with advanced pre-flash
Flash Modes	Auto, Forced Flash, No Flash, Slow Synchro
Flash Range	ISO Auto: W: 0.5 – 3.5m / T: 0.5 – 2.0m ISO 1000: W: Up to 6.3m / T: to 3.6m
ISO Sensitivity Setting	Auto / 100 / 200 / 400 / 800 / 1000
White Balance	Auto / Daylight / Cloudy / Fluorescent / Incandescent / Flash
EV Adjustment	From +2.0 to -2.0, by 1/3 EV step
Colour Mode	Rich / Natural/ Sepia/ B&W
Burst Mode	Normal (7M: 3 shots/ 1.5 sec, VGA: 3 shots/ 1.0 sec)
Movie	Presentation (320 x 240, 30fps)
Red-eye Reduction	Yes
Self-Timer	Yes (10sec. / 2sec.)
Standard Features	- Mode Dial - Function Guide - Auto Review - Direct Play Button - PictBridge (USB Direct Print) - A/V Out / USB terminal (multi terminal) - Memory Stick Duo slot - Tripod receptacle - Alkaline battery compatible