



Press Release

Sony Introduces New Cyber-shot Digital Cameras T Series with Industry's First Smile Shutter Mode

Sony's latest Cyber-shot T200 and T70 shoot photos automatically with smile shutter mode while the powerful Cyber-shot H3 comes with ultimate 10x optical zoom

Hong Kong, August 22, 2007 – Sony Corporation of Hong Kong Limited today announced the launch of three new Cyber-shot cameras, T200, T70 and H3 in a range of exciting colours to fit customers' lifestyles. Implementing the new smile shutter function, the Cyber-shot T200 and Cyber-shot T70 shoot automatically when a smiling face is detected. The flagship model, Cyber-shot T200 incorporates a generous 3.5" LCD Wide and Touch screen (16:9 ratio), one of the largest in the market to make viewing and sharing of images convenient while the Cyber-shot T70 has a generous 3.0" LCD Wide and Touch screen. The new compact Cyber-shot™ H3 combines a powerful 10x optical zoom with a BIONZ imaging processor and Face Detection technology, ideal for sharp and clear picture quality for faraway targets.

Sony has developed the unique smile shutter technology for these new Cyber-shot T200 and T70 for the first time. With Sony's proprietary algorithm, the intelligent auto shutter system can detect a smiling face and activates the shooting mode. Ideal for joyous occasions, these Cyber-shot™ cameras ensure that a happy moment is never to be missed.

The stylish 8.1 mega pixel Cyber-shot T200 series and Cyber-shot T70 measure a slim body of 20.4mm and 20.7mm respectively. Both have a new 16:9 aspect ratio wide LCD screen that implements a new 230,000 dot high resolution touch screen interface to allow convenient operation and is layered with an anti-reflective AR coating to achieve high visibility even in strong sunlight.

The new touch screen interface of the T200 and T70 incorporates a user-friendly shooting function that allows accurate focusing and switching on the Face Detection mode. Alternatively, the photographer can also express its artistic side by changing the focus in the screen other than the subject. The new Cyber-shot cameras also incorporate fun and retouching elements including the "Paint" function with up to 30 different stamps to decorate on the pictures and the in-camera retouching functions to fine tune images for the perfect touch.

The new Cyber-shot H3 is currently one of the smallest high optical magnification zoom cameras in the market. Its newly developed and premium optical 10x Carl Zeiss Vario-Tessar lens and 17x telephoto with HD smart zoom are capable of focusing on a distant object without the inconvenience of getting close to it. The new advanced sports shooting mode with a high sensitivity of ISO3200 makes the Cyber-shot H3 an ideal camera for fast moving action or

sports moment with continuous AF and focus control function to track the moving subject for a sharp quality photo image.

With Sony's advanced Bionz imaging processor and Super SteadyShot™ optical image stabilization, the new Cyber-shot cameras shoot high quality images in high speed with its fast processing power for quick motion shoots. In Cyber-shot H3, the Bionz imaging processor enables power and potent long-distance flash to shoot subjects up to 14 metres. These high quality pictures captured by these Cyber-shot cameras can also be enjoyed and shared on a high definition (HD) television with built-in HD output via optional cables or Cyber-shot station. During a portrait shoot, the Face Detection technology enables the camera to detect human faces in the viewer with neutral and healthy skin tones and red-eye reduction.

The Cyber-shot T200 is available in black, silver and red and the Cyber-shot T70 comes in black, silver, pink and white. The Cyber-shot H3 offers two colour options in black and silver.

The Cyber-shot T200, T70 and H3 will be available in Hong Kong from the beginning of September 2007 at the suggested retail price of HK\$3,390, HK\$2,890 and HK\$2,990 respectively.

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 Sony's web site on www.sony.com.hk

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Specifications sheet for Cyber-shot DSC-T200 and DSC-T70

Basic Specifications		
Model Name	DSC-T200	DSC-T70
Pixels	Gross: Approx.8.3 Mega pixels Effective: Approx.8.1 Mega pixels	
CCD	1/2.5" Super HAD CCD	
Processor	Bionz™ Image Processing Engine	
Scan System	Interlace Scan	
Zoom	Optical Zoom: 5x Precision Digital Zoom: 10x HD Smart Zoom: 8.5x (16:9) Smart Zoom: 25x (VGA) Optical Zoom during movie recording	Optical Zoom: 3x Precision Digital Zoom: 6x Smart Zoom: 5.1x (16:9) Smart Zoom: 15x (VGA) Optical Zoom during movie recording
Lens	Carl Zeiss® Vario-Tessar®	
F Number	F3.5-4.4	F3.5-4.3
Focal Length	f = 35-175mm (35mm equivalent)	f = 38-114mm (35mm equivalent)
Focusing Range	AF= W: Approx. 50cm ~ ∞ T: Approx. 80cm ~ ∞ Macro AF = W: 8cm ~ ∞, T: 80cm ~ ∞ Magnifying Glass mode AF = W: 1cm-20cm	W: Approx. 50cm ~ ∞ T: Approx. 80cm ~ ∞ Macro AF = W: 8cm ~ ∞, T: 80cm ~ ∞ Magnifying Glass mode AF = W: 1cm-20cm
Internal Memory	Approx. 31MB	
Recording Media	Memory Stick Duo / Memory Stick PRO Duo	
LCD	3.5" (230K dots) 16:9 Wide Touch LCD Display	3.0" (230K dots) 16:9 Wide Touch LCD Display
Stamina	Approx. 250 images	Approx. 270 images
Body Material	Full Metal (Aluminum)	
USB	USB 2.0 Hi-Speed	
Dimensions (W x H x D)	93.5 x 59.3 x 20.4 mm	90 x 56.4 x 20.7 mm
Net Weight	Approx.160g	Approx.128g
Main Features		
Exposure Mode	Auto / Program Auto	
Photo Mode	10 Scene Selection Modes: High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks / High Speed Shutter / Smile 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 / Flexible Spot AF	

AF Modes	Single AF / Monitoring AF	
Anti-blur Solution	Double Anti-Blur Solution	
AF Illuminator	Yes	
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	Standard / 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)	
Dynamic Range Optimizer	Standard	
Shutter Speed	Auto (1/4-1/1000) / Program Auto (1"-1/1000)	
NR Slow Shutter	Yes (Shutter speed of 1/3 second or slower)	
EV Adjustment	From +2.0 to -2.0 by 1/3 EV Step	
User Interface		
New Interface	Smile Shutter, Multi Resize, Wide Zoom Display, New In-camera Retouching: Radial Blur and Retro (Other In-camera Retouching: Soft Focus, Fish Eye, Cross Filter, Part Colour)	
Standard Interface	HD Output compatible, Slide show with music (HD/SD), In-camera Retouching, HOME/ MENU, Function Guide, Auto Daylight Synchro, Redeye Reduction, Self Timer, Grid Line, Auto Review, Hand Shake Alert, PictBridge (USB Direct Print)	
Other Features		
Optional Battery	InfoLithium Battery NP-FD1	
Supplied Accessories	Lithium ION Battery NP-BD1, Battery Charger, Power Cord, AV/USB/DC IN Multi Connecting Cable, Wrist Strap, Paint Pen, Adapter Plate, Operation Instructions, Software: Picture Motion Browser, USB Driver	Lithium ION Battery NP-BD1, Battery Charger, Power Cord, AV/USB/ Multi Connecting Cable, Wrist Strap, Paint Pen, Adapter Plate, Operation Instructions, Supplied Software: Picture Motion Browser, USB Driver

Specifications sheet for Cyber-shot DSC-H3

Basic Specifications	
Model Name	DSC-H3
Pixels	Gross: Approx.8.3 Mega pixels Effective: Approx.8.1 Mega pixels
CCD	1/2.5" Super HAD CCD
Processor	Bionz™ Image Processing Engine
Scan System	Interlace Scan
Zoom	Optical Zoom: 10x Precision Digital Zoom: 20x HD Smart Zoom: 17x (16:9) Smart Zoom: 51x (VGA) Optical Zoom during movie recording
Lens	Carl Zeiss® Vario-Tessar®
F Number	F3.5-4.4
Focal Length	f = 38-380mm (35mm equivalent)
Focusing Range	AF = W: Approx. 50cm ~ ∞, T: Approx. 90cm ~ ∞ Macro AF = W: 2cm ~ ∞, T: 90cm ~ ∞
Internal Memory	Approx. 31MB
Recording Media	Memory Stick Duo / Memory Stick PRO Duo
LCD	2.5" (115K dots) TFT
Stamina	Approx. 330 images
USB	USB 2.0 Hi-Speed
Dimensions (W x H x D)	106 x 68.5 x 47.5 mm
Net Weight	Approx. 264g
Main Features	
Exposure Mode	Auto / Program Auto / Manual / Scene Selection
Photo Mode	10 Scene Selection Modes: High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks / Advanced Sport Shooting
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 / Flexible
AF Modes	Single AF / Monitoring AF
Anti-blur Solution	Double Anti-blur Solution
AF Illuminator	Yes
Light Metering	Multi Pattern / Spot / Centre Weighted
Flash Modes	Auto / Forced Flash / No Flash / Slow Synchro
Flash Range	ISO Auto, W: 0.2-7m, T: 0.9-5.6m
ISO Sensitivity	Auto /80 / 100 / 200 / 400 / 800 / 1600 / 3200

Setting	
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash
Colour Mode	Vivid / Natural / Sepia / Monochrome / Standard
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)
Dynamic Range Optimizer	Standard
Shutter Speed	Maximum 1/2000 second
NR Slow Shutter	Yes
EV Adjustment	From +2.0 to -2.0 by 1/3 EV Step
User Interface	
Standard Interface	HD Slide Show with Music In-camera Retouching HOME Menu Wheel Dial Function Guide Auto Daylight Synchro. Pop-up Flash Self-timer (2 sec. 10 sec.) Grid Line Auto Review Hand Shake Alert Redeye Reduction PictBridge(USB Direct Print)
Other Features	
Battery System	InfoLithium Battery NP-BG1
Supplied Accessories	InfoLithium Battery NP-BG1, Battery Charger, Power Cord, AV/USB/ Multi Connecting Cable, Shoulder Strap, Lens Cap, Lens hood, Lens Cap Strap, Lens Adapter Ring, Operation Instructions, Supplied Software: Picture Motion Browser, USB Driver