



Press Release

Sony's New Cyber-shot T and W Series - Highly Versatile and Aesthetically Pleasing

Incorporating advanced intelligent features that produce stunning images of up to 12.1 megapixels in resolution and HD videos

Hong Kong, March 3, 2009 – Sony Corporation of Hong Kong Limited today announced the newest additions to the Cyber-shot T and W Series. Sporting fresh and colourful exteriors, the new cameras come with intelligent features and powerful imaging capabilities, bringing style and ease to flawless photography.

Advanced features in the new Cyber-shot T and W lines include not only 12.1 megapixel image capture, but 720p High Definition (HD) video capture as well, capable of recording 1,280 x 720 videos at 30 frames per second. Furthermore, the new Intelligent Auto (iAUTO) mode automatically determines optimal settings for every scene. The cameras also feature Sony's BIONZ™ imaging processor, combining rapid performance with high-resolution image capture.

Incorporating the Optical SteadyShot™ image stabiliser and improved High Sensitivity mode, Sony's Double Anti-blur Solution reduces the blurring caused by a shaky camera, allowing users to capture crisp images.

The Smile Shutter feature has also been enhanced, and can now be used in tandem with iAUTO, which in turn automatically determines optimal settings for difficult shooting conditions. Even in dark or backlit environments, Intelligent Scene Recognition allows both portraits and landscapes to be fully captured. Furthermore, the new Face Motion Detection technology adjusts ISO sensitivity and accelerates shutter speed upon detection of facial movement. Finally, Face Detection technology automatically distinguishes between children and adults. With settings adjusted to focus on either, you will always be ready to capture the picture you want.

The T and W Series both feature PHOTOMUSIC HD, a built-in High Definition (HD) slideshow application that combines images with music to create entertaining slideshows that you can share with family and friends. There are four standard effects (Simple, Nostalgic, Active and Stylish), and users can easily personalise slideshows with their favourite tunes, which can be uploaded to the camera from a PC.

Still images captured can be edited on the camera using the on-board editing tools (found in both the T and W Series). Users can even decorate photos with words and drawings using the featured painting tools.

Adhering to the original Cyber-shot's fashionable and colourful concept, the new series features slim, colourful designs to match your personal style.

Cyber-shot T Series: DSC-T900 and DSC-T90



(L-R): Cyber-shot DSC-T900 and Cyber-shot DSC-T90

Available in a range of sophisticated colours, the wide-aspect touch-screen Cyber-shot T Series combines enhanced performance with even slimmer dimensions; the thickness of the DSC-T900 measures 15.1mm¹ and the DSC-T90 is even thinner at 13.9mm¹. The DSC-T900 is offered in a choice of gradating red, gradating brown, silver and black and the DSC-T90 in light blue, pink, brown, black and silver. The ultra-compact and stylish form-factor of the new T Series features a high-gloss finish that is sure to add a glamorous touch to the most trend-savvy of customers.

For easy viewing and editing, the DSC-T900 features a large 3.5-type Xtra Fine Wide Touch LCD, while the DSC-T90 features a 3.0-type Clear Photo LCD. With its Super HAD CCD image sensor and Carl Zeiss Vario-Tessar[®] 4x optical zoom lens, the T Series captures exceptionally sharp images at a resolution of 12.1 megapixels, and 720p HD (1,280 x 720) videos at 30 frames per second.

The T Series features an all-new Intelligent Auto (iAUTO) mode to automatically activate Intelligent Scene Recognition. This allows the camera to determine optimal settings for the shooting environment, so users do not need to pause in order to make troublesome setting adjustments. Featured for the first time in the Cyber-shot range, the Smile Shutter button can be used in conjunction with Intelligent Auto (iAUTO) mode, so beautiful smiles are captured at optimal settings.

Equipped with Sony's high speed BIONZ™ image processor and Clear RAW Noise Reduction, the T Series delivers high-resolution, noise-free images with faster performance. Sony's Double Anti-blur Solution also combines the benefits of Optical SteadyShot™ and ISO3200 high sensitivity to prevent images from blurring.

With the touch of the icon, users can switch between photo and movie settings with ease. The remarkable dual-function T Series even allows the simultaneous capture of three 1.0 megapixel photos and a video.

The convenient **BRAVIA** Sync function is easy to use and greatly enhances HD photo and video playback on the big screen. When the Cyber-shot is connected to a **BRAVIA** Sync-compatible LCD TV via an HDMI cable, the camera playback screen automatically appears on the TV, and users can control the camera straight from the **BRAVIA** remote control.

¹ Without lens cover

Cyber-shot W Series: DSC-W290 and DSC-W270



(L-R): Cyber-shot DSC-W290 and Cyber-shot DSC-W270

The all-encompassing W Series has now been expanded with two new models: DSC-W290 and DSC-W270. The former features a wide colour variation and a 3-inch Clear Photo LCD screen, while the latter features the same screen at 2.7 inches. Both models sport a retractable Carl Zeiss Vario-Tessar® 5x optical zoom lens with a wide-angle 28mm setting, suitable for capturing high quality detail in large group photos.

As with the T Series, the W Series captures 12.1 megapixel images, allowing for large A3 printouts. Doubling as a high-performance video camera, the new DSC-W290 and DSC-W270 also record HD 1,280 x 720 videos at 30 frames per second.

In addition to enhanced Face Detection, Smile Shutter and Face Motion Detection technologies, the W Series also comes with a new selected-face memory function that registers any face with optimal focus, exposure, and white balance settings, reducing the likelihood of blurring caused by a moving subject. Even when the subject leaves the frame, the camera remembers the face. That way, your subject's face will always be captured in sharp detail.

Other powerful features included in the W Series are the Intelligent Auto (iAUTO) mode and Sony's Double Anti-blur Solution.

The Gourmet mode renowned in the T Series has now been added to the W Series, allowing users at home or in restaurants to capture images of mouth-watering cuisine with the same colour and clarity as those found in gourmet magazines.

The new Cyber-shot W290 is offered in a choice of blue, silver, black and bronze, while the Cyber-shot W270 is available in red, gold, black and silver.

The Cyber-shot T and W Series will both be available in Hong Kong at the end of March 2009, at the suggested retail prices of HK\$2,990 and HK\$2,690 for the DSC-T900 and DSC-T900 respectively, and HK\$2,590 and HK\$2,390 for the DSC-W290 and DSC-W270 respectively.

Order Now

From 3 to 24 March 2009, customers who order the DSC-T900 will receive an 8GB Memory Stick Duo™ and a colour-matched LCS-CSVA carrying case free of charge. An extra NP-FD1 battery worth HK\$290 can also be purchased for just HK\$100. For more details, please visit Sony's web site at: www.sony.com.hk.

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

About the Hong Kong Marketing Company

The Hong Kong Marketing Company (HKMC) is a division of the Sony Corporation of Hong Kong Limited. It provides sales, marketing and after-sales services for Sony's consumer electronics products as well as its broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit www.sony.com.hk.

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Specifications Sheet for Cyber-shot T Series: DSC-T900 and DSC-T90

Basic Specifications	DSC-T900	DSC-T90
Number of Pixels	Approx. 12.1 mega pixels (effective)	
Image Sensor	1/2.3-type Super HAD CCD	
Processor	BIONZ™	
Scan System	Interlace Scan	
Total Zoom Magnification	Digital Zoom Off (only Optical Zoom): 4x Smart Zoom (VGA): Approx. 25x Precision Digital Zoom (with Optical Zoom): Approx. 8x	
Optical Zoom during Movie Recording	Yes	
Lens	Carl Zeiss Vario-Tessar	
F-number	F3.5(W) - 4.6(T)	
Focal Length	f = 6.18-24.7mm (35mm equivalent)	
Focus Range (from the front of the lens)	W: Approx.8cm - ∞ / T: Approx.50cm - ∞ Macro AF: W: Approx.8cm - ∞ / T: Approx. 50cm- ∞ Magnifying Glass mode AF: W: Approx.1cm - 20cm	
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo <i>*No Speed Advantage</i>	
LCD	Type: TFT LCD Size: 3.5 type Aspect ratio: 16:9 wide Number of dots: 921K dots LCD system: Xtra Fine LCD	Type: TFT LCD Size: 3.0 type Aspect ratio: 16:9 wide Number of dots: 230K dots LCD system: Clear Photo LCD plus
Body Material	Metal	
Interface	Multi-use terminal (Type2c): AV (SD/HD component) / USB / DC-in	Multi-use terminal (Type1a): AV (SD/HD component) / USB / DC-in
Main Features		
Shooting Mode	Intelligent Auto, Easy, Program Auto, Scene Selection (High Sensitivity / Soft Snap / Twilight Portrait / Twilight / Landscape / Hi-Speed Shutter / Snow / Beach / Fireworks / Underwater / Gourmet)	
Scene Recognition	8 modes: Twilight / Twilight Portrait / Twilight using a tripod / Backlight / Backlight Portrait / Landscape / Macro / Portrait	
Still Image: Number of Recorded Pixels	12M (4,000 x 3,000) 3:2, 11M (4,000 x 2,672) 16:9, 9M (4,000 x 2,248) / 16:9, 8M (3,264 x 2,448) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9, 2M (1,920 x 1,080) VGA (640 x 480)	
Movie Recording Mode	720 Fine· MPEG4 Visual	

	1,280 x 720, approx. 30 frame/sec. progressive 9Mbps	
	720 Standard: MPEG4 Visual 1,280 x 720, approx. 30 frame/sec. progressive 6Mbps	
	VGA: MPEG4 Visual 640 x 480, approx. 8.3 frame/sec. progressive 3Mbps	VGA: MPEG4 Visual 640 x 480, approx. 30 frame/sec. progressive 3Mbps
Focus Mode	Multi point AF (9 points) / Centre-weighted AF / Spot AF / Semi Manual* (0.5m/1.0m/3.0m/7.0m/Unlimited Distance/Flexible Spot AF (touch))	
AF Mode	Intelligent AF	
Light Metering Mode	Multi Pattern/ Centre-weighted / Spot	
D-range Optimizer	Standard/Plus/Off	
Shutter Speed	Auto (2" - 1/1,000) / Program auto (1" - 1/1000)	
ISO Sensitivity (REI)	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200	
EV Adjustment	From +2.0 to -2.0, 1/3 step / EV bar display	
Image Stabilizer	Yes (Optical SteadyShot)	
White Balance Mode	Auto / Daylight / Cloudy / White Fluorescent / Natural White Fluorescent / Day White Fluorescent / Incandescent / Flash	
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro	
Red Eye Reduction	Auto / On / Off	
Flash Range	ISO Auto: Approx. 0.08 - 4.5m (W) / Approx. 0.5 - 3.2m (T), ISO3200: up to Approx. 8.6m (W) / Approx. 6.6m (T)	ISO Auto: Approx. 0.08 - 2.9m (W) / Approx. 0.5 - 2.3m (T), ISO3200: up to Approx. 5.9m (W) / Approx. 4.5m (T)
Pre Flash	Yes	
Face Detection	Mode: Continuous / Touch / Child priority / Adult Priority Max. number of detectable faces: 8 Face Motion: Yes	
Colour Mode	Normal / Vivid / Sepia / B&W	
Burst Mode	Yes	
Number of Shots at Burst Mode	Approx. 100	
Auto Bracketing	AE (± 0.3 EV / 0.7EV / 1.0EV)	
Recording File Formats	DCF (Design Rule for Camera File System)Ver. 2.0 DPOF (Digital Print Order Format)Ver. 1.1 Exif Ver. 2.21 MPF Baseline	
Movie File Format	MPEG-4	
Zoom Magnification of Playback Mode	8x	
Size (W x H x D)	97.9 x 57.8 x 16.3 mm	93.6 x 57.2 x 15.0 mm
Weight	123.7g (weight without the battery and the media)	128g (weight without the battery and the media)

Other Features		
	- PHOTOMUSIC (HD slideshow with music): Simple / Basic / Nostalgic / Stylish / Active / Face1-3 - In-Camera Retouching: Happy Faces / Unsharp masking / Radial Blur / Retro / Soft Focus / Fisheye Lens / Cross Filter / Partial Colour / Red Eye Correction / Trimming - Multi Resizing (HD/WEB) - Wide Zoon Display - HOME/MENU - Function Guide - Auto Daylight Synchro - Self Timer (2se.c/10sec.) - Grid Line - Auto Review (2sec.) - Auto Orientation (On/Off) - Hand Shake Alert - PictBridge (USB Direct Print) - USB Mode: Auto / Mass Storage / PictBridge / PTP,MTP - Multi-use terminal (Type2c): AV (SD/HD (1080p) component) / USB (USB 2.0 Hi-Speed) / DC-in - Memory Stick™ Duo Slot - Tripod Receptacle - InfoLITHIUM™ Battery NP-FD1 Compatible	- PHOTOMUSIC (HD slideshow with music): Simple / Basic / Nostalgic / Stylish / Active / Face1-3 - In-Camera Retouching: Happy Faces / Unsharp masking / Radial Blur / Retro / Soft Focus / Fisheye Lens / Cross Filter / Partial Colour / Red Eye Correction / Trimming - Multi Resizing (HD/WEB) - Wide Zoon Display - HOME/MENU - Function Guide - Auto Daylight Synchro - Self Timer (2sec./10sec.) - Grid Line - Auto Review (2sec.) - Auto Orientation (On/Off) - Hand Shake Alert - PictBridge (USB Direct Print) - USB Mode: Auto / Mass Storage / PictBridge / PTP, MTP - Multi-use terminal (Type1a): AV (SD/HD (1080p) component) / USB (USB 2.0 Hi-Speed) / DC-in - Memory Stick™ Duo Slot - Tripod Receptacle - InfoLITHIUM™ Battery NP-FD1 Compatible
Supplied Accessories		
	- Lithium ION Battery NP-BD1 - Battery Charger BC-CSD - USB cable - A/V cable - Wrist Strap - PC Application Software: Picture Motion Browser (Ver. 4.2.02) - Paint Pen	- Lithium ION Battery NP-BD1 - Battery Charger BC-CSD - Multi-cable (USB / AV-out) - Wrist Strap - PC Application Software: Picture Motion Browser (Ver. 3.2) - Paint Pen

Specifications Sheet for Cyber-shot W Series: DSC-W290 and DSC-W270

Basic Specifications	DSC-W290	DSC-W270
Number of Pixels	Approx. 12.4 mega pixels (gross) Approx. 12.1 mega pixels (effective)	
Image Sensor	1/2.3-type Super HAD CCD	
Processor	BIONZ™	
Scan system	Interlace Scan	
Total Zoom Magnification	Digital Zoom Off (only Optical Zoom): 5x Smart Zoom (VGA): Approx. 31x Precision Digital Zoom (with Optical Zoom): Approx. 10x	
Lens	Carl Zeiss Vario-Tessar	
F-number	F3.3(W) - 5.2(T)	
Focal Length	f = 5.0-25.0mm (35mm equivalent)	
Focus Range (from the front of the lens)	W: Approx.10cm - ∞ / T: Approx.50cm - ∞ Macro AF: W : Approx.10cm - ∞ / T: Approx. 50cm- ∞	
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo <i>*No Speed Advantage</i>	
Main Features		
Shooting Mode	Intelligent Auto, Easy, Program Auto, Smile Shutter, Scene Selection (Smile Shutter / High Sensitivity / Soft Snap / Landscape / Twilight Portrait / Twilight / Gourmet / Beach / Snow / Fireworks / Underwater)	
Still Image: Number of Recorded Pixels	12M (4,000 x 3,000) 3:2, 11M (4,000 x 2,672) 8M (3,264 x 2,448) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9, 2M (1,920 x 1,080) / 16:9, 9M (4,000 x 2,248) VGA (640 x 480)	
Movie Recording Mode	720 Fine: 1,280 x 720, approx.30 frame/sec., 9Mbps 720 Standard: 1,280 x 720, approx.16.6 frame/sec., 6Mbps VGA: 640 x 480, approx.8.3 frame/sec., 3Mbps	
Focus Mode	Multi point AF (9 points) / Centre-weighted AF / Spot AF / Semi Manual Focus / Focus Preset* (0.5m/1.0m/ 3.0m/ 7.0m/ Unlimited Distance)	
AF Mode	Intelligent AF	
Light Metering Mode	Multi Pattern / Centre-weighted / Spot	
D-range Optimizer	Standard / Plus / Off	
Shutter Speed	Auto (1/4 - 1/1600) / Program Auto (1" - 1/1600)	
ISO Sensitivity (REI)	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200	
EV Adjustment	From +2.0 to -2.0, 1/3 step / EV bar display	
Image Stabilizer	Yes (Optical SteadyShot)	
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent1 / Fluorescent2 / Fluorescent3 /	

	Incandescent / Flash	
Underwater White Balance Mode	Auto / Underwater1 / Underwater2	
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro	
Red Eye Reduction	Auto / On / Off	
Flash Range	ISO Auto: Approx.0.08 - 4.3m (W) / Approx. 0.5 - 3.4m (T), ISO3200: up to Approx. 8.6m (W) / Approx. 6.8m (T)	
Pre Flash	Yes	
Face Detection	Mode: Off / Auto / Child Priority / Adult Priority Max. number of detectable faces: 8 Face Motion: Yes	
Scene Recognition (iSCN)	8 shooting mode modes: Twilight / Twilight Portrait / Twilight using a tripod / Backlight / Backlight Portrait / Landscape / Macro / Portrait	
Colour Mode	Normal / Vivid / Sepia / B&W	
Burst Mode	Yes	
Number of Shots at Burst Mode	Approx. 100	
Auto Bracketing	AE ($\pm 0.3\text{EV}$ / 0.7EV / 1.0EV)	
Recording File Format	DCF (Design Rule for Camera File System) Ver. 2.0 DPOF (Digital Print Order Format) Ver. 1.1 Exif Ver. 2.21 MPF Baseline	
Movie File Format	MPEG4 Visual	
Zoom Magnification of Playback Mode	8x	
Size (W x H x D)	97.4 x 57.4 x 22.6 mm	97.6 x 56.6 x 22.6 mm
Weight	145g (weight without the battery and the media)	135g (weight without the battery and the media)
Other Features		
	- PHOTOMUSIC (HD slideshow with music): Simple / Nostalgic / Stylish / Active - In-Camera Retouching: Happy Faces / Unsharp masking / Radial Blur / Retro / Soft Focus / Fisheye Lens / Cross Filter / Partial Colour / Red Eye Correction / Trimming - Multi Resizing (HD/WEB) - Function Guide - Auto Daylight Synchro - Self Timer (2sec./10sec.) - Grid Line - MENU button - Smile button - Delete button - Auto Review (2sec.) - Auto Orientation (On / Off) - Hand Shake Alert - PictBridge (USB Direct Print)	

	- USB Mode: Auto / Mass Storage / PictBridge / PTP, MTP - Multi Terminal (Type2b): <i>AV out (SD/HD) / USB (USB 2.0 High-Speed) / DC-in</i> - Memory Stick™ Duo Slot - Tripod Receptacle - InfoLITHIUM™ Battery NP-FG1 Compatible
Supplied Accessories	
	- Lithium ION Battery NP-BG1 - Battery Charger BC-CSGD / BC-CSGE - Multi-cable (USB / AV-out) - Wrist Strap - PC Application Software: Picture Motion Browser (Ver. 4.2.02)