



## Press Release

**Sony Unveils World's First Wi-Fi-enabled Camera with a Built-in Web Browser**  
*Brand new Cyber-shot G3 features 4GB internal memory and a 3.5" wide Xtra Fine LCD allowing you to share your precious moments any time, anywhere*



**Hong Kong, 3 March, 2009** – Sony Corporation of Hong Kong Limited today announced the world's first Wi-Fi-enabled digital camera that can instantly upload photos and videos to the web with its built-in web browser. This innovative model features a 3.5" wide Xtra Fine LCD screen, 4GB internal memory with a scrapbook function, a 10.1 megapixel Super HAD CCD and a 4x optical zoom Carl Zeiss Vario-Tessar<sup>®</sup> lens, allowing you to effortlessly capture and share once-in-a-lifetime moments any time, anywhere.

### **Revolutionary Wi-Fi Connection<sup>1</sup>**

The new Cyber-shot G3 combines high quality camera functions with the convenience of a direct web connection, so you can instantly share your high resolution photos and video clips. Just touch the dedicated WLAN button to open the built-in web browser. You will be taken automatically to Sony's portal site, where you can upload images on popular image and video sharing websites such as Picasa<sup>™</sup> Web Albums and the YouTube<sup>™</sup> online video community.

In addition, the Sony Easy Upload Home Page offers the option of sending email notifications, so your friends and family can instantly access your pictures. The Sharemark preview function allows users to mark photos or movie clips they wish to upload, to cut down on search time. Furthermore, the G3 comes with a touch-screen software keyboard for the input of URL addresses, allowing users to browse the internet easily.

### **4GB Internal Memory for Storing Lasting Memories**

The 4GB internal memory on the G3 works like a large portable photo album for photo sharing. There is enough storage space for almost 1,000 x 10.1 megapixel images or 24,120 x VGA-quality pictures, which can be viewed in four different preview modes (Event view, Standard Folder view, Date view and Favourites). Users can also record images or movie clips directly onto an optional Memory Stick<sup>™</sup>.

<sup>1</sup> Wi-Fi connection of the G3 will be available by the IEEE802.11 b/g Wi-Fi network. Wi-Fi connection to any free or pay Wi Fi network depends on the technologies used by the service providers.

The G3's scrapbook function automatically creates simulated scrapbook pages with themed photo frames for fun sharing. In addition to the in-camera organisation and search features, the G3's bundled Picture Motion Browser (PMB) software allows you to quickly sort images on your PC. It enables you to search for and arrange images by the face search function, and display images in either calendar or chronological views by organising them into folders.

### **Excellent 3.5" Wide Xtra Fine LCD for Viewing and Sharing Photos**

You can enjoy four times the resolution of conventional LCD screens with the G3's 3.5" 16:9 Xtra Fine LCD screen with its touch panel and 921,600 dot resolution. This is an ideal display for viewing even outdoors; the wide 170-degree viewing angle is perfect for reviewing playback with friends and family. What's more, the Easy Focus function enables users to focus on any part of the subject by simply touching the screen.

### **Cutting-edge Functions for High Quality Image Capture**

In addition to its wireless sharing capabilities, the G3 is equipped with a 1/2.3-type 10.1 megapixel Super HAD CCD image sensor and a 4x optical zoom Carl Zeiss Vario-Tessar<sup>®</sup> lens, which can produce stunningly vivid images with resolutions of up to 3,648 x 2,736. These figures mean that sharp printouts can be achieved with true colour, even at A3 size.

The combined benefits of Sony's BIONZ™ imaging processor and Dynamic Range Optimiser (DRO) allow the G3 to automatically determine the best exposure and contrast settings for optimal dynamic range in almost any shooting environment. Combining the new double Anti-blur feature with Optical SteadyShot and ISO 3200 high sensitivity, users can capture vivid zoom images, long-exposure night shots or close-up shots with minimal blurring.

### **Enhanced Face Detection Technology with iSCN to Sharpen Images**

With its enhanced Face Detection technology, the G3 can detect faces in a scene and automatically adjust the focus (AF), exposure (AE) and white balance to optimal levels. The Intelligent Scene Recognition feature greatly simplifies shooting by automatically determining optimum settings even under difficult shooting conditions. This function recognises a total of eight conditions (such as Backlight Portrait and Twilight Portrait) and automatically optimises camera settings for each situation, resulting in effortlessly flawless photos and fewer failures.

Sony's Smile Shutter™ technology automatically captures a smile the moment it happens. This function works well with the adult/child priority setting, as the G3 can distinguish one face from the other and prioritise them according to your preference - you will never miss a smiling face.

### **Sharing & Playback of HD Quality Images Using DLNA-enabled Devices**

With DLNA (Digital Living Network Alliance) technology, the G3 allows sharing and playback via DLNA-compatible devices such as Sony's BRAVIA LCD televisions and VAIO PCs. Users can enjoy an exciting high-definition photo viewing experience by connecting the G3 to a Photo TV HD capable BRAVIA LCD TV.

### **In-Camera Retouching Functions and Security Features**

The G3 is equipped with simple yet powerful built-in retouching functions and creative painting tools that enable users to instantly edit images on the camera to create the perfect

picture. It also features a password authentication system to help prevent the unauthorised use of your camera.

### **New Generation GPS Unit Kit**



With the launch of Sony's second-generation GPS Unit Kit GPS-CS3KA, you will never struggle to remember details of your photographs again. Just insert the storage media into the GPS unit after shooting, and you will be able to match locations with shooting times easily on the LCD panel, which also displays reception level, remaining battery life, location information (longitude and latitude), date and time.

The new GPS unit has a long battery life of up to 15 hours of continuous usage, and high sensitivity to satellite signals even from inside a bag. It also works with the supplied PMB (Picture Motion Browser) software, allowing you to view your images on an online map, as well as the path you followed. You can upload directly to Picasa™ Web Albums or enjoy a 3D view on Google Earth™. The GPS unit has a 128MB internal memory for location data storage, and includes built-in card slots for the Memory Stick Duo and SD memory cards. It also supports cameras that are compatible with Exif 2.1 (Exchangeable Image File Format) and all later versions. The GPS Unit Kit GPS-CS3KA is now available at a low price of HK\$880.

The new Cyber-shot G3 will be available beginning April 2009 at the suggested retail price of HK\$3,990.

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

*Note: YouTube and Picasa are trademarks of Google Inc.*

### **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 the website: [www.sony.com.hk](http://www.sony.com.hk).

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## Specifications Sheet for the Cyber-shot DSC-G3

Basic Specifications		
Number of Pixels	Approx. 10.3 mega pixels (gross) Approx. 10.1 mega pixels (effective)	
Image Sensor	1/2.3-type Super HAD CCD	
Processor	BIONZ™ Image Processing Engine	
Scan System	Interlace Scan	
Total Zoom Magnification	Optical Zoom (with Digital Zoom off): 4x	
	Smart Zoom (VGA): Approx. 22x	
	Precision Digital Zoom (with Optical Zoom): Approx. 8x	
Optical Zoom during Movie Recording	Yes (4x)	
Lens	Carl Zeiss Vario-Tessar®	
F-number	F3.5(W) - 4.6(T)	
Focal Length	f = 6.18 - 24.7mm (35-140mm (35mm equivalent))	
Focus Range (from the front of the lens)	W : Approx. 8cm - ∞ / T : Approx. 50cm - ∞ Macro AF = W : Approx. 8cm - ∞ / T : Approx. 50cm - ∞ Close Focus Enabled AF = W Approx. 1 - 20cm	
Internal Memory	4GB	
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 Colour Reproduction (NTSC Ratio): over 65% LCD system: Xtra Fine LCD	
Stamina	Approx. 200 shots* <i>*Using supplied battery under LCD On only</i>	
Interface	Multi-terminal (AV / USB / DC), USB2.0 Hi-Speed	
Network	Wireless IEEE 802.11b/g	
	Be Viewed (DLNA)	Sharemark / Event / Favourites / Folder / Select
	Send and View (DLNA)	Single / Slideshow
Web Browser	Display Mode	Standard / Just-Fit / Smart-Fit
	Text Size	LL / L / M / S / SS
	Character Encoding	Japanese (Shift-JIS) / Japanese (EUC-JP) / Japanese (ISO-2002-JP) / Chinese (GB18030) / Chinese (Big5) / West Europe (ISO-8859-1) / Unicode (UTF-8) / Korean (EUC-KR)
	Detailed Display	Images / Tables / CSS / Japanese Word-wrap / Pop-up / Animation / JavaScript / Word-wrap / Rapid-Render
	Home Page	Yes
	Proxy	Use Connection Settings / Enable / Disable
	Cookie	Accept / Confirm
	Cash	Yes
	Web Browser	Yes

	Information	
	Security	SSL2.0 / SSL3.0 / TLS1.0
Character Input	Software keyboard	
<b>Main Features</b>		
Shooting Mode	Auto Easy Program Auto Scene Selection (High Sensitivity / Soft Snap / Twilight Portrait / Twilight / Landscape / Hi-Speed Shutter / Snow / Beach / Fireworks / Gourmet) iSCN Mode (Backlight / Backlight Portrait / Twilight / Twilight Portrait / Twilight using a tripod / Portrait / Landscape and Macro)	
Still Image: Number of Recorded Pixels	10M (3,648 x 2,736) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 3:2, 8M (3,648 x 2,432) 16:9, 2M (1,920 x 1,080) / 16:9, 7M (3,648 x 2,056) VGA (640 x 480)	
Movie Recording Mode	640 Fine: VX Fine, 640 x 480, Approx. 30 frame/sec.	
	640 Standard: VX Standard, 640 x 480, Approx. 16.6 frame/sec.	
	320: QVGA, 320 x 240, Approx. 8.3 frame/sec.	
Focus Mode	Multi point AF (9 points) / Centre Weighted AF / Spot AF / Semi Manual * (1.0m/ 3.0m/ 7.0m/ Unlimited Distance) / Flexible spot AF (touch)	
AF Mode	Single AF / Monitoring AF	
Light Metering Mode	Multi Pattern / Centre Weighted / Spot	
D-range Optimizer	Standard / Plus / Off	
Shutter Speed	Auto (1/4-1/1000) / Program Auto (1"-1/1000)	
ISO Sensitivity (REI)	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200	
Exposure Compensation	From +2.0EV to -2.0EV, 1/3EV step/ EV bar display	
Image Stabilizer	Yes (Optical SteadyShot™)	
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent1 / Fluorescent2 / Fluorescent3 / Incandescent / Flash	
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro	
Red Eye Reduction	Auto / On / Off	
Flash Range	ISO Auto: Approx. 0.08 - 4.3m (W) / Approx. 0.5 - 3.4m (T), ISO3200: up to Approx. 8.6m (W) / Approx. 6.8m (T)	
Pre Flash	Yes	
Face Detection	Mode: Continuous / Touch / Child Priority / Adult Priority / Auto	
	Max. number of detectable faces: 8	
Colour Mode	Normal / Vivid / Sepia / B&W	
Auto Bracketing	AE (±0.3EV / 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	
Movie File Format	JPEG (Exif Ver.2.21)	
	MPEG1	
Zoom Magnification of Playback Mode	8x	
<b>Other Features</b>		
- 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		

<ul style="list-style-type: none"> <li>Lens / Cross Filter / Partial Colour / Red Eye Correction / Trimming</li> <li>- Multi Resizing (HD/WEB)</li> <li>- Wide Zoom display</li> <li>- HOME / MENU</li> <li>- Function Guide</li> <li>- Auto Daylight Synchro</li> <li>- Self Timer (2sec. / 10sec.)</li> <li>- Grid Line</li> <li>- Auto Review (2sec.)</li> <li>- Auto Orientation (On / Off)</li> <li>- Hand Shake Alert</li> <li>- PictBridge (USB Direct Print)</li> <li>- USB Mode: Auto / Mass Storage / PictBridge / PTP, MTP</li> <li>- Multi Terminal (AV out / USB / DC-in)</li> <li>- Memory Stick™ Duo Slot</li> <li>- Tripod Receptacle</li> <li>- InfoLITHIUM™ Battery NP-FD1 Compatible</li> </ul>
<b>Dimensions &amp; Weight</b>
<ul style="list-style-type: none"> <li>- Size: 101.7 (W) x 62.3 (H) x 19.4 (D) mm</li> <li>- Weight: 171g (Weight without the battery and the media)</li> <li>- Weight: 198g (Weight With Accy (With MSDuo &amp; Supplied Accessories))</li> </ul>
<b>Supplied Accessories</b>
<ul style="list-style-type: none"> <li>- Lithium ION Battery NP-BD1</li> <li>- Battery Charger BC-CSD</li> <li>- Multi Cable (USB / AV-out)</li> <li>- Wrist Strap</li> <li>- PC Application Software: Picture Motion Browser (Ver. 3.2)</li> <li>- Paint Pen</li> <li>- Station Plate F</li> </ul>

\*No memory stick and adopter is included.

\*HD Output Adapter cable is not included.