

SONY

Press Release

Sony Introduces Cyber-shot W Series Camera in Slimmer Design

Combining high performance and enhanced design, the new DSC-W180 features Face Detection and Smile Shutter to capture great pictures anytime



Hong Kong, June 8, 2009 – Sony Corporation of Hong Kong Limited today introduced a slimmer addition to the Cyber-shot W series – the DSC-W180. In Sony’s trademark chic fashion, the camera is available in metallic red, black and silver, and sport a more slender, brushed metal chassis that is only 18.7mm thin. An ideal companion for consumers who enjoy simple-to-use cameras, the new model features enhanced Face Detection, Smile Shutter and Digital SteadyShot technologies, automatically optimising image settings for quality photo finishes. In addition, the new camera is designed for maximum comfort and intuitive use, so users can easily capture detailed, vivid images.

With a 1/2.3 type Super HAD CCD sensor and 10.1 mega-pixel resolutions, combined with 3x optical zoom and up to 17x Smart Zoom, the new camera enables large format printing of photos with high resolution and vivid detail. Newly added in the DSC-W180 are the enhanced Face Detection and Digital SteadyShot features, which deliver stunningly clear images with maximum ease. Face Detection allows the camera to easily detect up to 8 faces in a scene and automatically adjusts focus, exposure and white balance, creating optimal capture settings for high quality photos. With Smile Shutter activated, users simply focus on a face and the camera shoots automatically when the person within the frame smiles.

A high sensitivity mode of up to ISO3200 also eliminates blur when shooting in dimly lit environments or when capturing fast-moving subjects. Catering to different shooting environments, the new camera

also offers seven scene selection modes: High Sensitivity, Twilight, Twilight Portrait, Landscape, Soft Snap, Snow, and Beach, that adjust and optimise camera settings automatically for the user's environment, making beautiful images easier to capture. Digital SteadyShot reduces the effects of camera shake by recording two images in rapid succession and then superimposing the images to reduce the appearance of camera shake. This results in clear photos even under difficult shooting conditions.

In hassle-free drag-and-drop style, users can easily transfer their images and videos onto their computers via USB. In addition, the new camera is bundled with Picture Motion Browser ver. 4.2.01 software for effortless photo and video management. One of the new functions available in this version is eDeco, which allows users to easily add unique, mood-enhancing elements to their photos and videos. These include matching photo frames, background music, text and sound effects. Another new feature is Movie Tracer, which allows the user to construct breathtaking panoramic images using a combination of movie frames.

The new Cyber-shot DSC-W180 will be available from mid June at the suggested retail price of HK\$1,790.

For customer enquiries, please contact Sony sales and services hotline at (852)2345-2966.

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 its web site on www.sony.com.hk.

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Key Specifications of Cyber-shot DSC-W180

DSC-W180	
Image Sensor	
Type	1/2.3 type Super HAD CCD
Number of Pixels	Gross pixels: approx. 10.3 megapixels Effective pixels: approx. 10.1 megapixels
Processor	Real Image Processor
Total Zoom Magnification	Digital Zoom Off (only optical zoom): 3x Smart Zoom (with optical zoom): -5M: approx. 4.2x -3M: approx. 5.3x -VGA: approx. 17x -16:9 (2M): approx. 5.7x Precision Digital Zoom (with optical zoom): approx. 6x
Lens	Sony lens
F-number (max. aperture)	F3.1 (W) - 5.6 (T)
Focal Length	f = 6.2 - 18.6mm Still image: 35 - 105mm (35mm film equivalent) Movie 4:3 35 - 105mm (35mm film equivalent)
Focus Range (from the front of the lens)	Auto W: Approx. 5cm - ∞, T: Approx. 40cm - ∞ Macro On W: Approx. 5cm - ∞, T: Approx. 40cm - ∞
Main Features	
Shooting Modes	Still Image: Auto / Program Auto / High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow Movie: Auto Adjustment
Still Image: Number of Recorded Pixels	10M (3,648 x 2,736) 5M (2,592 x 1,944) 3M (2,048 x 1,536) VGA (640 x 480) 3:2 mode: 8M (3,648 x 2,432) 16:9 mode: 7M (3,648 x 2,056) or 2M (1,920 x 1,080)
Focus Mode	Multi-point AF (9 points without face detection) / Center Weighted AF / Focus Preset (0.5m / 1.0m / 3.0m / 7.0m / unlimited distance)
AF Mode	Single
Image Stabilizer	SteadyShot™ (Electronics)
Light Metering Mode	Multi Pattern / Center Weighted / Spot
Shutter Speed	Auto (1/8 - 1/2,000) / Program Auto (1" - 1/2,000)
Smile Shutter Settings	Smile Detection Sensitivity / Smile Detection Indicator
Face Detection	Auto (max no. of faces: 8) / Off Mode
ISO Sensitivity (REI)	Setting: Auto / 100 / 200 / 400 / 800 / 1600 / 3200 Auto Control Range: ISO100 - 800 (Auto), ISO100 - 800 (Program Auto)

Exposure Compensation	Function: Plus / Minus 2.0 EV, 1 / 3 EV step EV Bar Display: Yes	
Aperture	Auto (F3.1 / F5.6 (W), 2 steps) / Program Auto (F3.1 / F5.6 (W), 2 steps)	
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent 1 - 3 / Incandescent / Flash	
Vibration Warning Indicator	Hand Shake Alert	
Color Mode	Normal / Sepia / B&W	
Flash Mode	Auto / Flash On / Slow Syncro / Flash Off	
Red Eye Reduction	Auto / On / Off	
Flash Level Setting	Plus / Minus 1 step	
Flash Range	ISO Auto: approx. 0.5 - 3.0m (W) / approx. 0.5 - 1.5m (T), ISO3200: up to approx. 6.0m (W) / approx.3.0m (T)	
Pre-flash	Yes	
Flash Synchro	Yes	
Self-Timer	Off / 10 sec. / 2 sec.	
Grid Line	Off / On	
Auto Review	Off / On	
Monitor and Viewfinder		
LCD Monitor Type	2.7 type TFT LCD	
Aspect Ratio	4:3	
Number of Dots	230,400 dots	
Brightness Setting	Normal / Bright	
Recording		
Compatible Recording Media	Memory Stick Duo™ / Memory Stick PRO Duo™ / Memory Stick PRO Duo™ (High Speed) / Memory Stick PRO-HG Duo™ (HX series)	
Image File Format	Still Image	DCF (Design rule for Camera File System) Ver. 2.0 / DPOF (Digital Print Order Format) Ver.1.1 / Exif Ver. 2.21
	Movie	File Format: AVI Video Compression: Motion JPEG
Still Image Recording Mode	Normal (JPEG) / Burst (JPEG)	
Movie Recording Mode	320 (QVGA, 320 x 240, approx. 30fps)	
Playback		
Maximum Playback Size	Still Image: 10M (3,648 x 2,736) Movie: recorded movie files can be played back by itself	
Slide Show Settings	Image: All / Folder Effects: Basic / Simple Interval: 3 / 1 / 5 / 10 sec. (Simple effect only) Repeat: On / Off	
View Mode	Folder View	
Zoom Magnification	8x	
Automatic Image Rotation	Yes	

Rotate	Yes
Retouch	Trimming / Red Eye Correction
Multi Resizing	HDTV (1,920 x1,080) / Blog, Email (VGA)
Delete	Single / Select / Folder
Protect	Single / Select
Auto Power Off	3 minutes
Terminals	
Video Out	Composite, Video Out Mode (NTSC / PAL) and 4:3 TV Type Capability (SD Output)
USB	Hi-Speed USB (USB2.0), USB Connect (Mass Storage / PictBridge / PTP)
Interface	AV / USB Multi Use Terminal and DC IN
Print	
	Print (PictBridge) / Print Order Mark (DPOF) / Exif Print / PRINT Image Matching (PIM3)
General	
Battery	LITHIUM ION K-type 3.6V
Battery Life	Approx. 290 images / approx. 145 minutes
Dimensions (W x H x D)	91.0 x 54.5 x 18.7mm (excluding protrusions)
Weight	Approx. 118g (body only); approx. 140g (with supplied accessories)
Supplied Accessories	
	<ul style="list-style-type: none"> - Rechargeable Battery Pack NP-BK1 - Battery Charger BC-CSKA - Power Cord - Wrist Strap - Supplied Software: Picture Motion Browser (Ver.4.2.01) - Dedicated A/V Cable - Dedicated USB Cable
Optional Accessories	
	<ul style="list-style-type: none"> - Tripod Receptacle - Soft carrying cases - GPS unit kit - Battery pack (NP-BK1)