



Press Release

Sony Introduces New Cyber-shot Digital Camera Series with Advanced Imaging Technologies

The latest Cyber-shot DSC-TX1 and DSC-WX1 integrate new and enhanced features including “Exmor™ R” CMOS sensor, Handheld Twilight function and Sweep Panorama mode



Cyber-shot DSC-TX1

Hong Kong, August 6, 2009 – Taking camera style and function to the next level, Sony Corporation of Hong Kong Limited presents two new Cyber-shot models, DSC-TX1 and DSC-WX1, designed to give compact camera users fresh new photo experiences. Combining Sony’s exclusive lens, image sensor and processor technologies, the new Cyber-shot cameras deliver faster image processing and higher image quality. These core imaging technologies have also resulted in advanced features such as Hand-held Twilight and Sweep Panorama mode that enable users to take crisper and clearer pictures with every click. With cutting edge style, the Cyber-shot TX1 and WX1 are two of the world’s slimmest compact digital cameras, measuring only 14.1 mm and 19.8 mm thick respectively.

Sharper photos, higher image processing speeds

The new “Exmor™ R” CMOS sensor is twice as sensitive to light compared to conventional image sensors, which helps reduce approximately 50% of noise in pictures, granting users an opportunity to take clearer pictures in higher definition even in dimly-lit environments. Also, the BIONZ imaging processor delivers high-resolution images and fast performances.

The new models will feature two new shooting modes, Hand-held Twilight and Anti Motion Blur. These modes enable vivid photos due to the ability to shoot six frames of the scene at high speed and approximately 50% less noise, before superimposing them to produce one optimised image. For those who are attracted by the allure of the night, the Handheld Twilight mode captures clearer and sharper twilight shots any time, without a tripod in low light conditions.

Another new feature in Sony's range of compact cameras is the Sweep Panorama function, which gives users an option of capturing breathtaking panoramic scenes easily. By sweeping the camera in the desired direction (horizontally or vertically), stunning images can be easily captured by the cameras. With high-speed, continuous shooting of up to 10 frames per second and advanced BIONZ imaging processor, users will never miss a precious moment.

Party-shot™ - your personal photographer



The optional Party-shot™ automatically captures candid and natural photos of friends and family at parties and social gatherings. Party-shot™ is the world's first auto-shooting system which leverages Sony's Face Detection and Smile Detection technologies to become an "automatic photographer", detecting the best picture composition and capturing the most natural expressions. By simply inserting the DSC-TX1 or DSC-WX1 into its dock, this intelligent auto-shooting system intelligently pans, tilts and zooms the camera to search and capture the optimal picture composition or smiles. With Party-shot™, users can now effortlessly capture precious memories

in their daily lives and at milestone events, without having to constantly remember to stop and take photos. In addition, no one will be left out of the photos because they were the photographer at these events.



Cyber-shot DSC-WX1

Enhanced features, easy operation

Large format prints of true-to-life images can be reproduced with the new Cyber-shot cameras that feature 10.2 megapixel resolution and up to 5x Optical Zoom. Additionally, the DSC-TX1 comes with a Carl Zeiss Vario-Tessar lens, while the DSC-WX1 is equipped with a super wide-angle 24mm f/2.4 “G” lens by Sony, enabling users to capture superior images even with its compact frame. The cameras are also able to capture high-definition movies at 1280 x 720 pixel resolution at 30 fps in high quality MPEG-4 format, allowing users to capture lifelike clips and share high resolution home movies simply by connecting the camera to a compatible HD TV such as Sony’s BRAVIA LCD TV. In addition to creating an easy access interface for the frequently used features, the Cyber-shot TX1 allows you to play back photos with flick operation by using its enhanced intuitive touch-screen.

For the style-conscious customers, the Cyber-shot DSC-TX1 series is bound to set hearts aflutter with five exquisite colours: gold, blue, pink, grey and silver. Similarly, the DSC-WX1 is available in three colours: silver, black and gold. The new Memory Stick™ PRO Duo 32GB also significantly increases memory space and stores up to 6,500 pictures or 7 hours and 38 minutes worth of HD videos with the Cyber-shot cameras.

The new Cyber-shot cameras DSC-TX1 and DSC-WX1 will be available from the beginning of September 2009 at HK\$2,990 and HK\$2,790 respectively. The Party-shot is now available at HK\$990.

Optional accessories

- Hard carry case with Elastomer strap – LCH-TW1
- Wrap-around cover, with slot-in stylus for DSC-TX1 – LCJ-THE

Order now

Special packages of the Cyber-shot DSC-TX1 and DSC-WX1 are available for pre-ordering as follows:

DSC-TX1 (August 6 to August 30)	Price
1. DSC-TX1, 4GB HX series Memory Stick™ Duo	HK\$2,990
2. DSC-TX1, 4GB HX series Memory Stick™ Duo, carry case LCH-TW1, battery NP-FD1	HK\$3,190
3. DSC-TX1, 4GB HX series Memory Stick™ Duo, carry case LCJ-THE, battery NP-FD1	HK\$3,190
4. DSC-TX1, 4GB HX series Memory Stick™ Duo, Party-shot™ with case	HK\$3,590
5. DSC-TX1, 4GB HX series Memory Stick™ Duo, carry case LCH-TW1, battery NP-FD1, Party-shot™ with case	HK\$3,790
6. DSC-TX1, 4GB HX series Memory Stick™ Duo, carry case LCJ-THE, battery NP-FD1, Party-shot™ with case	HK\$3,790
DSC-WX1 (August 6 to September 6)	
1. DSC-WX1, 4GB HX series Memory Stick™ Duo	HK\$2,790
2. DSC-WX1, 4GB HX series Memory Stick™ Duo, carry case LCH-TW1, battery NP-FG1	HK\$2,990
3. DSC-WX1, 4GB HX series Memory Stick™ Duo, Party-shot™ with case	HK\$3,390
4. DSC-WX1, 4GB HX series Memory Stick™ Duo, carry case LCH-TW1, battery NP-FG1, Party-shot™ with case	HK\$3,590

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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Specifications sheet of Cyber-shot DSC-TX1

Basic Specifications	
Image Sensor	1/2.4 type Exmor™ R CMOS Sensor
Number of Pixels	Gross pixels: approx. 10.6 megapixels Effective pixels: approx. 10.2 megapixels
Processor	BIONZ Engine
Scan System	Progressive scan
Total Zoom Magnification	Digital Zoom Off (only optical zoom): 4x Smart Zoom (with optical zoom): -5M: approx. 5.6x -3M: approx. 7.1x -VGA: approx. 22x -16:9 (2M): approx. 7.6x Precision Digital Zoom (with optical zoom): approx. 8x
Optical Zoom during Movie Recording	Available
Lens	Carl Zeiss Vario-Tessar Lens
F-number	F3.5 (W) - 4.6 (T)
Focal Length	f = 35 – 140mm (35mm film equivalent)
Focus Range	Auto W: Approx. 8cm - ∞, T: Approx. 50cm - ∞ (from the front of the lens)
Internal Memory	Approx. 11MB
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo* HX series
LCD	3.0-type (230K dots) 16:9 wide TFT Clear Photo LCD Plus Colour Reproduction (NTSC Ratio): over 65%
Stamina	LCD ON: 125 minutes, 250 pictures
Interface	Type 1a (AV (SD/HD Component) / USB / DCIN)
Main Features	
Shooting Modes	Intelligent Auto (Backlight & Portrait / Backlight / Twilight & Portrait / Twilight / Twilight with Using a Tripod / Portrait / Landscape / Macro / Close Focus), Program Auto, Movie, Scene Selection (High Sensitivity / Soft Snap / Landscape / Twilight Portrait / Twilight / Gourmet / Beach / Snow / Fireworks / Underwater / Hi-Speed Shutter / Pet), Sweep Panorama, Hand-held Twilight, Anti Motion Blur, Easy, Smile Shutter
Still Image: Number of Recorded Pixels	10M (3,648 x 2,736) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 mode: 7M (3,648 x 2,056) or 2M (1,920 x 1,080) 3:2 mode: 8M (3,648 x 2,432) VGA (640 x 480) Panorama (7,152 x 1,080) / (4,912 x 1,080) / (4,912 x 1,920) / (3,424 x 1,920)

Movie Recording Mode	1,280 x 720 (Fine) – approx. 30fps at 9 Mbps 1,280 x 720 (Standard) – approx. 30fps at 6 Mbps 640 x 480 VGA – approx. 30 fps
Focus Mode	Multi-point AF (9 points) / Center-weighted AF / Spot AF / Flexible Spot AF (touch)
AF Mode	Intelligent AF
Light Metering Mode	Multi Pattern / Center-weighted / Spot
D-range Optimizer	Standard / Plus / Off
Shutter Speed	Auto (2" - 1/1,250) / Program Auto (1" - 1/1,250)
ISO Sensitivity (REI)	ISO 125-3200 (Auto), ISO 125-800 (Program Auto)
EV Adjustment	From +2.0 to -2.0, 1/3 step / EV bar display
Image Stabilizer	Optical SteadyShot
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash / One Push
Underwater White Balance	Auto / Underwater 1-2 / One Push
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro
Red Eye Reduction	Auto / On / Off
Flash Range	ISO Auto: (W) approx. 0.08 to 3.0m, (T) approx. 0.5 to 2.4m ISO 3200: (W) up to approx. 6m, (T) up to approx. 4.8m
Pre Flash	Available
Face Detection	Mode: Off / Auto / Child Priority / Adult Priority Max. number of detectable faces: 8 Shooting mode: Intelligent Auto / Program Auto / Scene Selection (High Sensitivity / Portrait / Twilight Portrait / Beach / Snow) / Hand-held Twilight / Anti Motion Blur / Easy
Burst Mode	High speed burst (High/Mid/Low) Number of shots at Burst Mode: 10
Auto Bracketing	AE ($\pm$ 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, MPF Baseline) / MPEG-4 (.mp4)
Zoom Magnification of Playback Mode	8x
Dimensions & Weight	
Dimensions (W x H x D)	Approx. 93.8 x 58.2 x 14.1 mm (without lens cover)
Weight	Approx. 119g (body only)
Other Features	
	- PHOTOMUSIC (Simple, Nostalgic, Stylish, Active) - In-camera Retouching (Trimming, Red Eye Correction, Unsharp Masking) - MENU - Burst / BRK Button - Function Guide (On / Off) - Self Timer (2 sec. / 10 sec.)

	- Grid Line - Auto Review - Auto Orientation (On / Off) - Hand Shake Alert
Supplied Accessories	
	- LITHIUM ION Battery NP-BD1 - Battery Charger BC-CSD - AV Cable - Multi Connector Cable - Power Cord - Wrist Strap - Paint Pen - PC Application Software: Picture Motion Browser (Ver.4.3.00)

Specifications sheet of Cyber-shot DSC-WX1

Basic Specifications	
Image Sensor	1/2.4 type Exmor™ R CMOS Sensor
Number of Pixels	Gross pixels: approx. 10.6 megapixels Effective pixels: approx. 10.2 megapixels
Processor	BIONZ Engine
Scan System	Progressive scan
Total Zoom Magnification	Digital Zoom Off (only optical zoom): 5x Smart Zoom (with optical zoom): -5M: approx. 7.0x -3M: approx. 8.9x -VGA: approx. 28x -16:9 (2M): approx. 9.5x Precision Digital Zoom (with optical zoom): approx. 10x
Optical Zoom during Movie Recording	Available
Lens	G Lens
F-number	F2.4 (W) – 5.9 (T)
Focal Length	f = 24 - 120mm (35mm film equivalent)
Focus Range	Auto W: Approx. 5cm - ∞, T: Approx. 50cm - ∞ (from the front of the lens)
Internal Memory	Approx. 11MB
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo* HX series
LCD	2.7-type (230K dots) 4:3 TFT Clear Photo LCD Plus Colour Reproduction (NTSC Ratio): over 65%
Stamina	LCD ON: 175 minutes, 350 pictures
Interface	Type 1a (AV (SD/HD Component) / USB / DCIN)
Main Features	
Shooting Modes	Intelligent Auto (Backlight & Portrait / Backlight / Twilight & Portrait / Twilight / Twilight with Using a Tripod / Portrait / Landscape / Macro), Program Auto, Movie, Scene Selection (High Sensitivity / Soft Snap / Landscape / Twilight Portrait / Twilight / Gourmet / Beach / Snow / Fireworks / Pet / Underwater), Sweep Panorama, Hand-held Twilight, Anti Motion Blur, Easy, Smile Shutter
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 mode: 8M (3,648 x 2,432) 16:9 mode: 7M (3,648 x 2,056) or 2M (1,920 x 1,080) VGA (640 x 480) Panorama (7,152 x 1,080) / (4,912 x 1,080) / (4,912 x 1,920) / (3,424 x 1,920)
Movie Recording Mode	1,280 x 720 (Fine) – approx. 30fps at 9 Mbps, progressive

	1,280 x 720 (Standard) – approx. 30fps at 6 Mbps, progressive 640 x 480 VGA – approx. 30 fps at 3 Mbps, progressive
Focus Mode	Multi-point AF (9 points) / Center-weighted AF / Spot AF
AF Mode	Intelligent AF
Light Metering Mode	Multi Pattern / Center-weighted / Spot
D-range Optimizer	Standard / Plus / Off
Shutter Speed	Auto (2" - 1/1,600) / Program Auto (1" - 1/1,600)
ISO Sensitivity (REI)	Auto / 160 / 200 / 400 / 800 / 1600 / 3200
EV Adjustment	From +2.0 to -2.0, 1/3 step / EV bar display
Image Stabilizer	Optical SteadyShot
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash / One Push
Underwater White Balance	Auto / Underwater 1-2 / One Push
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro
Red Eye Reduction	Auto / On / Off
Flash Range	ISO Auto: (W) approx. 0.2 – 5.0m, (T) approx. 0.5 – 2.0m ISO 3200: (W) up to approx. 1.0m (T) up to approx. 4.0m
Pre Flash	Available
Face Detection	Mode: Off / Auto / Child Priority / Adult Priority Max. number of detectable faces: 8 Shooting mode: Auto (iSCN Auto/Advanced) / Program / Easy / Hand-held Twilight / High Sensitivity / Soft Snap / Twilight Portrait / Beach / Snow
Burst Mode	High speed burst (High/Mid/Low), BRK (EV) Number of shots at Burst Mode: 10
Auto Bracketing	AE ($\pm$ 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, MPF Baseline) / MPEG-4 Visual (.mp4)
Zoom Magnification of Playback Mode	8x
Dimensions & Weight	
Dimensions (W x H x D)	Approx. 90.5 x 51.8 x 19.8 mm
Weight	Approx. 120g (without battery)
Other Features	
	- PHOTOMUSIC (Simple, Nostalgic, Stylish, Active) - In-camera Retouching (Trimming, Red Eye Correction, Unsharp Masking) - Bracket Set - MENU - Burst / BRK Button - Delete Button - Function Guide (On / Off) - Auto Daylight Synchro - Self Timer (2 sec. / 10 sec.)

	- Grid Line - Auto Review - Auto Orientation (On / Off) - Hand Shake Alert - DPOF - PictBridge (USB DirectPrint) - USB Mode: Auto / Mass Storage / PTP MTP / PictBridge
Supplied Accessories	
	- LITHIUM ION Battery NP-BG1 - Battery Charger BC-CSG - Multi Connector Cable (USB / AV-out) - Power Cord - Wrist Strap - PC Application Software: Picture Motion Browser (Ver.4.3.00)

Specifications sheet of Party-shot™ Intelligent Shooting System IPT-DS1

Specifications	
Dimensions (W x H x D)	Approx. 128 x 34 x 118 mm (excluding protruding sections)
Weight	Approx. 175g (including one base and one plate; batteries are not included)
Colour	Silver
Operating Temperature	+5°C to +40°C
Storage Temperature	-20°C to +60°C
Maximum Tilt Angle	-21° to 24°
Pan Angle	Unlimited / 180° / 90°
Battery Power Requirements	2 Units of AA Alkaline / AA Ni-MH
Battery Life	Approx. 11 hours (when using AA Sony Alkaline battery) Approx. 12 hours (when using AA Sony Ni-MH battery)
Input / Output Connectors	DC IN jack / VIDEO OUT jack / Multi Connector