

Press Release

Sony Unveils New S-Frame Digital Photo Frames with HD Video Playback
Sony's new range of Digital Photo Frames feature AVCHD video playback with stereo sound, and TruBlack technology that displays rich, high-contrast images



DPF-XR100

Hong Kong, August 31, 2010 – Sony Corporation of Hong Kong Limited today unveiled the new S-Frame range of digital photo frames in screen sizes ranging from 7 to 10.2 inches. Leading the range are the 10.2-inch DPF-XR100 and DPF-VR100 models, which are Sony's first digital photo frames to offer AVCHD video playback with clear and rich stereo sound. Videos are easily uploaded from a camcorder, DSLR or compact camera to the frame, and users can enjoy them with their original soundtracks or a variety of pre-installed background music tracks. Songs from their personal music libraries can also be used as background audio simply by transferring these songs to the frame's internal memory.

The flagship DPF-XR100 also incorporates Sony's TruBlack technology for rich, high contrast images that minimize reflection on their displays. Combined with an extra wide viewing angle of up to 160°, the digital photo frame lets everyone enjoy the videos and photo slideshows from just about anywhere in the room.

The new models feature a smart orientation sensor that detects whether the frame is in landscape or portrait position and 'flips' images for correct viewing. An LED backlight allows clear, vivid photos and video to be displayed even in low light environments, and also consumes less power compared to typical digital photo frames that incorporate LCD screens.



DPF-D830

The unique DPF-D830 is not just a digital photo frame, but also a portable, battery operated photo album that lets users easily share their photos and SD videos even when they are on the move. Movies and photo slideshows can be accompanied with a choice of music tracks pre-loaded on the frame, or simply import favourite MP3 tunes to the S-Frame Album via USB, Memory Stick™ or SD card for customized background music. The frame is designed with sleek, sculpted lines for ergonomic handling and sharing, and comes with a luxurious faux leather cover that protects it when you are travelling about. Available in black, the DPF-D830 is equally comfortable at home, and can be simply placed on a table or countertop as a sophisticated showcase of personal photos and videos.



DPP-F800

The new DPP-F800 is both a digital photo frame and printer that not only displays photos, but lets users print their favourite images as well directly from the DPP-F800, without having to connect the S-Frame to a computer. Simply select a photo from the frame's adjustable 8-inch panel, and print instantly from the integrated colour printer that is cleverly concealed behind the frame. Glossy, true-to-life images are then printed in over a minute.



D720/WI

Stylishly designed as a perfect gift for wedding couples, the D720/WI features a 7 inch-frame in pure white which is decorated with engraved luxurious Swarovski crystals and an arabesque motif. This beautiful photo frame extends the sophisticated finish to the smallest details with a touch of elegance, allowing users to enjoy their precious moments.

Sony and the environment

Sony is consistently engaged in a review of our manufacturing operations and business practices to ensure products are developed in an environmentally responsible manner. The new S-Frame range features an energy-saving timer that cuts power consumption when the photo frame is in idle mode as well as an LED backlight, which results in significant energy and cost savings in the long term.

The new S-Frame range of digital photo frames will be available from October 2010.

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.

About make.believe

"make.believe" (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. "make.believe" symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

Specifications Sheet on Sony S-Frame Series

Model name		DPF-XR100	DPF-VR100	DPF-D830	DPF-D820	DPF-D720	DPF-E710	DPP-F800
Device Size	LCD Size	10.2-inch	10.2-inch	8-inch	8-inch	7-inch	7-inch	8-inch
	Pixels	SWVGA 1,024X600	SWVGA 1,024X600	SVGA 800X600	SVGA 800X600	WVGA 800X480	WQVGA4 80X234	WVGA 800X480
Viewable Size	Active Area (mm)	206.72 x 129.2	206.72 x 129.2	162 x 121.5	162x 121.5	154.08x8 5.92	136.6 x 85.4	163.3x 102
	Aspect Ratio	16:10	16:10	4:3	4:3	16:10	16:10	16:10
	Pixels	950X594	950X594	800X600	800X600	755X472	426X231	755X472
Display Backlight Type		LED	LED	LED	LED	LED	LED	LED
Wide Viewing Angle		160°	-	-	-	-	-	-
TruBlack		Yes	-	-	-	-	-	-
Clear Photo LCD		Yes	Yes	-	Yes	Yes	-	Yes
Internal Memory		2GB	2GB	2GB	2GB	2GB	128MB	256MB
Card Slots		MS/MS Duo/SD/ SDHC/xD/ CF	MS/MS Duo/SD/ SDHC/xD	MS/MS Duo/SD/ SDHC	MS/MS Duo/SD/ SDHC	MS/MS Duo/SD/ SDHC/	MS/MS Duo/SD/ SDHC/	MS/MS Duo/SD/ SDHC/xD
Compatible Still Picture		JPEG/TIFF/ BMP/ RAW	JPEG/TIF F/BMP/ RAW	JPEG/ TIFF/ BMP/ RAW	JPEG/ TIFF/ BMP/ RAW	JPEG/ TIFF/ BMP/ RAW	JPEG/ TIFF/ BMP/ RAW	JPEG/ TIFF/ BMP
Panorama Scroll Playback		Yes	Yes	-	-	-	-	-
Compatible Video Format		AVCHD/MP 4/Motion- Jpeg/ MPEG1	AVCHD/ MP4/Moti on-Jpeg/ MPEG1	Motion- Jpeg	Motion- Jpeg	Motion- Jpeg	-	-
Compatible Audio Format		MP3/AAC/L PCM	MP3/AAC /LPCM	MP3	MP3	MP3	-	-
Speaker		Stereo	Stereo	Mono	Mono	Mono	-	-
USB Terminal		A/Mini B	A/Mini B	A/Mini B	A/Mini B	A/Mini B	Mini B	Mini B
HDMI		Yes	-	-	-	-	-	-
Auto Touch Up		Yes	Yes	-	-	-	-	-
Slideshow		16 patterns	16 patterns	10 patterns	10 patterns	10 patterns	8 patterns	10 patterns
Clock & Calendar		15designs + Lunar/ Farsi/ Arabic Calendar	15designs + Lunar/ Farsi/ Arabic Calendar	14designs + Lunar Calendar	14designs + Lunar Calendar	14designs + Lunar Calendar	13designs	14designs + Lunar/ Farsi/ Arabic Calendar
Index		3 patterns	3 patterns	3 patterns	3 patterns	3 patterns	2 patterns	3 patterns
Alarm		Yes	Yes	-	-	-	-	-
Auto On/Off Timer		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sony Logo On/Off		Yes	Yes	Yes	Yes	Yes	Yes	Yes

Auto Orientation	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Battery Operation	-	-	Yes	-	-	-	-
Build-in Printer	-	-	-	-	-	-	Yes