

Press Release

Sony Expands Cyber-shot Digital Camera HX and WX Series Take beautiful close-up images with stylish, power-packed compact cameras



Cyber-shot HX60V

- **Cyber-shot HX60V¹ with 20.4 megapixels², 30x optical zoom, Wi-Fi/NFC, GPS and PlayMemories Camera Apps**
- **Cyber-shot™ WX350 is the world's smallest and lightest camera with 20x optical zoom³, 18.2 megapixels², Wi-Fi/NFC and 470-shot battery life**

Hong Kong, February 12, 2014 – Sony today introduced two new compact Cyber-shot cameras, Cyber-shot HX60V and Cyber-shot WX350 that put impressive shooting power and must-have looks into everyone's pocket.

Whether you're holidaying, relaxing or partying hard, the new Cyber-shot models give your pictures extra polish with smart features that do the work for you. Forget about tricky camera settings: say hello to fabulous photos and HD video without fuss.

Cyber-shot HX60V

Get close... and closer still. With its huge 30x optical zoom and svelte dimensions, the super-compact Cyber-shot HX60V makes a great travel partner for fun-packed holidays and intimate encounters with the natural world.

The back-illuminated Exmor R™ CMOS sensor, premium Sony G Lens and newly developed BIONZ X processor – three times faster than its predecessor – capture spectacular scenes, even in low light. Unique to Sony, a powerful array of latest-generation technologies raise the bar for compact camera picture quality even further. Powerful detail reproduction technology and area-specific noise reduction ensures cleaner, even more natural images with fabulous colours and contrast, even in dim light.

¹ 'V' denotes that the camera has GPS capability

² Approximate effective pixels

³ Among digital compact still cameras with optical zoom of 20x or higher. Based on internal Sony survey as of 5 February 2014

Clear Image Zoom assures crisp, frame-filling 60x close-ups of wildlife or distant landmarks without sacrificing pixel count. And thanks to new Optical SteadyShot Intelligent Active Mode plus the 5-axis correction for movie, Full HD videos maintain blur-free sharpness and definition at any zoom setting. Even if you're walking or holding the camera at arm's length, you'll really see the difference with impressively stable movie footage and a dramatic reduction in hard-to-watch wobbles.

The exciting possibilities of Cyber-shot grow with your creative ambitions. [PlayMemories Camera Apps](#) enhance your photo experience with a growing range of free and paid apps, spanning artistic effects, utilities and more. Learn more at www.sony.net/pmca/. The Cyber-shot HX60V is also compatible with Sony's [Camera Remote API](#) programme⁴.

On-board Wi-Fi lets you send photos and videos straight to your smartphone or tablet, while NFC connects effortlessly with compatible mobile devices at a single touch. You can even use your phone as a handy remote controller: perfect for group photos when you don't want to be stuck behind the camera.

Got a 4K TV? The Cyber-shot HX60V outputs ultra-detailed 4K still images via HDMI to enjoy on your 4K Ultra-HD television. You'll be amazed by a new world of photo realism on the big screen. And with GPS on board, it's easy to retrace your travels with exciting map views on your PC, documenting exactly where all your photos and video were taken.



Cyber-shot WX350

Cyber-shot WX350

Inside the slim, beautifully compact body of the Cyber-shot WX350 is a powerful 20x optical zoom G Lens for attention-grabbing close-ups. Optical SteadyShot with Intelligent Active Mode keeps Full HD videos stable and judder-free, even when you're zoomed in or holding the camera at arm's length. For exquisitely detailed shots in any light, the 18.2 effective megapixel Exmor R™ CMOS sensor is partnered by Sony's speedy BIONZ X image processing engine.

As featured on the Cyber-shot HX60V, on-board Wi-Fi with NFC allows easy image sharing with your mobile at a single touch plus wireless remote control.

With an extra-long battery life – up to 470 shots from a single charge – Cyber-shot WX350 captures more of those precious moments between top-ups. In addition, [Beauty Effect](#) automatically

⁴ The Cyber-shot HX60V offers compatibility with Sony's new "Camera Remote API beta", an API (Application Program Interface) for remote operation of Sony camera with Wi-Fi-equipped smartphones and electronic tablets. This requires installation of the most recent Smart Remote Control that can be downloaded in territories where PlayMemories Camera Apps is available

retouches portraits – smoothing skin, removing unsightly shine, widening eyes and brightening teeth for flattering results with no editing skills needed.

Cyber-shot HX60V compact digital camera from Sony will be available from end of February 2014 at HK\$3,390. Cyber-shot WX350 offers a choice of white, pink and black colours and will be available from mid-March at HK\$2,690.

Pre-ordering

Cyber-shot HX60V is available for pre-ordering from February 14 to February 23, customers purchasing the camera during the pre-ordering period will receive Sony 3,500mAh external battery charger CP-F1LS and 16GB UHS-1 Class 10 SD Card SF-16UY.

Sony Premium Services

Customers who purchase brand new Cyber-shot HX60V and WX350 are eligible to purchase Sony Premium Services, which offer you different services and benefits including: (i) extension of product warranty; (ii) 50% discount on value-added services such as system/firmware updates*, image retrieval service, delivery service, etc; and (iii) 20% discount to enjoy Sony Studio services. Premium Services Scheme (Cyber-shot™): (i) 1-year local warranty extension: HK\$190, (ii) 2-year local warranty extension: HK\$340. For details of Premium Services, please visit <http://www.sony.com.hk/premiumservices/>.

**Only applicable for suitable products*

For customer enquiries, please contact Sony hotline service 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 our website at <http://www.sony.com.hk>.

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Product Specifications of Sony digital cameras Cyber-shot DSC-HX60V & DSC-WX350:

Model	DSC-HX60V	DSC-WX350
Image Sensor		
Image Sensor	1/2.3 type(7.82mm) Exmor R CMOS sensor	
Number of Pixels	Approx. 21.1 Megapixels (Gross) Approx. 20.4 Megapixels(Effective)	Approx. 21.1 Megapixels (Gross) Approx. 18.2 Megapixels(Effective)
Lens		
Lens Type	Sony G, 11 elements in 10 groups (including 5 aspheric elements)	
Focal Length (35mm equivalent)	f=4.3-129mm (Still Image3:2): f=25-750mm (Still Image4:3): f=24-720mm (Still Image16:9): f=26-780mm (Still Image1:1): f=28.5-855mm (Movie16:9): f=26.5-795mm (SteadyShot Standard), f=26.5-1080mm (SteadyShot Active), f=30.5-1170mm (SteadyShot Intelligent Active) (Movie4:3): f=32.5-975mm (SteadyShot Standard), f=32.5-1320mm (SteadyShot Active), 37-1430mm (SteadyShot Intelligent Active)	f=4.3-86.0mm (Still Image3:2): f=26-520mm (Still Image4:3): f=25-500mm (Still Image16:9): f=27-540mm (Still Image1:1): f=29-580mm (Movie16:9): f=27-540mm(SteadyShot Standard), f=27-690mm(SteadyShot Active), f=29-780mm(SteadyShot Intelligent Active) (Movie4:3): f=33-660mm(SteadyShot Standard), f=33-840mm(SteadyShot Active), f=36-950mm(SteadyShot Intelligent Active)
F-number	F3.5 (W) - 6.3 (T)	F3.5(W)-6.5(T)
Focal Range (From the front of the lens)	iAuto: AF (W: Approx. 5cm to Infinity, T: Approx. 200cm to Infinity) / Program Auto: AF (W: Approx. 5cm to Infinity, T: Approx. 200cm to Infinity)	
Camera		
Imaging Processor	"BIONZ X"	
Total Zoom Magnification	30x (Optical Zoom during movie recording) Clear Image Zoom: Still Image 20M Approx. 60x / 10M Approx. 85x / 5M Approx. 120x / VGA Approx. 486x / 15M (16:9) Approx. 60x / 2M (16:9) Approx. 162x Movie: Approx. 60x Digital Zoom: Still Image: 20M Approx. 120x / 10M Approx. 170x / 5M Approx. 240x / VGA Approx. 486x / 15M (16:9) Approx. 120x / 2M (16:9) Approx. 324x Movie: Approx. 120x	20x(Optical Zoom during movie recording) Clear Image Zoom: Still Image 18M Approx.40x / 10M Approx.53x / 5M Approx.75x / VGA Approx.306x / 13M(16:9) Approx.40x / 2M(16:9) Approx.102x Movie: Approx. 40x Digital Zoom: Still Image: 18M Approx.80x / 10M Approx.107x / 5M Approx.151x / VGA Approx.306x / 13M(16:9) Approx.80x / 2M(16:9) Approx.204x Movie: Approx. 80x
Main Function		
PlayMemories Camera Apps	Yes	---

NFC	One-touch remote/ One-touch sharing	
Wi-Fi	Ctrl with Smartphone: Yes(except Movie recording) / Send to Smartphone: Yes (Select on This Device / Select on Smartphone) View on TV/ PC transfer	
GPS	Yes	---
Focus Mode	Single-shot AF/ Semi Manual / Manual Focus/ Continuous AF(Advanced sports & Movie Only)	Single-shot AF
AF Illuminator	Auto / Off	
Light Metering Mode	Multi Pattern/ Center Weighted/ Spot	
Aperture	iAuto(F3.5-F6.3(W)) / Program Auto(F3.5-F6.3(W)) / Manual(F3.5-F8.0(W)) / Aperture Priority(F3.5-F8.0(W)) / Shutter Priority(F3.5-F6.3(W))	iAuto(F3.5/F8.0(W), 2 steps with ND Filter) / Program Auto(F3.5/F8.0(W), 2 steps with ND Filter)
Shutter Speed	iAuto (4" - 1/1600) / Program Auto (1 - 1/1600) / Aperture Priority (8" - 1/1600) / Shutter Priority (30" - 1/1600) / Manual (30" - 1/1600)	iAuto(4" - 1/1600) / Program Auto(1" - 1/1600)
ISO Sensitivity(REI)	Still Image: Auto(ISO80-3200, selectable with upper / lower limit),80/100/200/400/800/1600/3200 ,Multi-Frame NR:Auto(ISO80-3200), 100/200/400/800/1600/3200/6400 / 12800 Movie: Auto: (ISO80-1000 level) / High Sensitivity: (ISO80-2000 level)	Still Image: Auto(ISO80-1600), 80/100/200/400/800/1600/3200, Multi Frame NR:Auto(ISO80-1600),100/200/400/800/1600/3200/ 6400 /12800 Movie: Auto:(ISO80Level-ISO1000Level) / High Sensitivity:(ISO80Level-ISO2000 Level)
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step	
SteadyShot	Optical	
Optical SteadyShot Active Mode (for Movie)	Intelligent Active Mode, Optical type with electronic compensation, Anti Rolling type(5 Axis correction)	Intelligent Active Mode, Optical type with electronic compensation
White Balance	Auto/ Daylight/ Cloudy/ Incandescent/ Fluorescent Cool White / Fluorescent Day White / Fluorescent Daylight / Flash/ C.Temp./Filter / Custom	Auto/ Daylight/ Cloudy/ Incandescent/ Fluorescent Cool White / Fluorescent Day White / Fluorescent Daylight / Flash/ Custom
WB micro adjustment	G7-M7,A7-B7	---
Shooting Mode	Program Auto/ Aperture Priority/ Shutter Speed Priority/ Manual Exposure/ MR(Memory Recall) / Movie Mode(Intelligent Auto, Scene Selection) / Panorama/ Scene Selection/ Intelligent Auto/ Superior Auto	Program Auto/ Movie Mode(Intelligent Auto/Scene Selection)/ Panorama/ Scene Selection/ Intelligent Auto/ Superior Auto
Scene Selection	High Sensitivity/ Night Scene/ Handheld Twilight/ Night Portrait/ Landscape/ Portrait /Soft Skin/ Anti Motion Blur/ Beach/ Snow/ Fireworks/ Advanced Sports Shooting/ Gourmet/ Pet Mode	High Sensitivity/ Night Scene/ Handheld Twilight/ Night Portrait/ Landscape/ Portrait /Soft Skin/ Anti Motion Blur/ Backlight Correction HDR

		/Beach/ Snow/ Fireworks/ Gourmet/ Pet Mode
Panorama	Intelligent Sweep Panorama (supports 360 format)	
Creativity Style	Standard/ Vivid/ Portrait/ Landscape/ Sunset/ Black & White/ Sepia	---
Picture Effect for still	Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono./ Soft Focus/ HDR Painting/ Richtone Monochrome/ Miniature/ Watercolor/ Illustration	
Picture Effect for Movie	Toy camera/ Pop Color/ Posterization/ Retro Photo/ Soft High-key/ Partial Color/ High Contrast Mono.	
Still Image: Number of Recorded Pixels(Image Size)	3:2mode: 18M(5,184×3,456) / 8.9M(3,648×2,432) / 4.5M(2,592×1,728) / 4:3mode: 20M(5,184×3,888) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA / 16:9mode: 15M(5,184×2,920) / 7.5M(3,648×2,056) / 2.1M(1,920×1,080) / 1:1mode: 15M(3,888×3,888) / 7.5M(2,736×2,736) / 3.7M(1,920×1,920) / Sweep Panorama: Wide(7,152×1,080/4,912×1,920) / Standard(4,912×1,080/3,424×1,920) / Sweep Panorama:360 (11,520×1,080)	3:2mode: 16M(4,896×3,264) / 8.9M(3,648×2,432) / 4.5M(2,592×1,728), 4:3mode: 18M(4,896×3,672) / 10M(3,648×2,736) / 5M(2,592×1,944) / VGA, 16:9mode: 13M(4,896×2,752) / 7.5M(3,648×2,056) / 2.1M(1,920×1,080), 1:1mode: 13M(3,664×3,664) / 7.5M(2,736×2,736) / 3.7M(1,920×1,920), Sweep Panorama: Wide(7,152×1,080/4,912×1,920), Standard(4,912×1,080/3,424×1,920), Sweep Panorama: 360(11,520×1,080)
Face Detection	Off / On Maximum number of detectable faces : 8 faces	
Red Eye Reduction	On / Off	
Flash Mode	Flash Off / Autoflash / Fill-flash / Slow Sync. / Advanced Flash /Rear Sync. / Wireless(with optional compliant flash)	Auto / Flash On / Slow Synchro / Flash Off / Advanced Flash
Flash Range	ISO Auto: Approx. 0.25m to 5.6m (W) / Approx. 2.0m to 3.0m (T), ISO3200: up to Approx. 7.9m (W) / Approx. 4.2m (T)	ISO Auto: Approx.0.2m to 4.3m(W) / Approx.2.0m to 2.4 m(T), ISO3200: up to Approx.6.1 m(W) / Approx.3.4 m(T)
Continuous Shooting Speed (Maximum)	Approx. 10 fps (for up to 10 shots)	
Monitor		
LCD	7.5cm(3.0type)(4:3) / 921,600 dots / Xtra Fine /TFT LCD/ Brightness control: Manual(5 steps)	7.5cm (3.0type) (4:3) / 460,800 dots / ClearPhoto / TFT LCD

Recording		
Recording Media * w/ Adaptor (not supplied)	Memory Stick Duo Memory Stick PRO Duo Memory Stick PRO Duo (High Speed) Memory Stick PRO HG Duo Memory Stick Micro * Memory Stick Micro (Mark2) * Memory Stick XC-HG Duo SD Memory Card SDHC Memory Card SDXC Memory Card microSD Memory Card * microSDHC Memory Card * microSDXC Memory Card *	
Recording File Format	JPEG(DCF Ver.2.0,Exif Ver.2.3,MRF Baseline compatible) Movie: AVCHD format Ver.2.0 compatible/ MP4	
Movie Recording Mode	AVCHD: 28M PS(1,920x1,080/50p) / 24M FX(1,920x1,080/50i) / 17M FH(1,920x1,080/50i), MP4: 12M(1,440x1,080/25fps) / 3M VGA(640x480/25fps)	
Microphone / Speaker	Built-in Stereo Microphone/ Mono Speaker Volume Setting: 16 steps Wind noise reduction: Off/On	
Zoom Magnification of Playback Mode	Depends on Image Size	
Interface	Multi/Micro USB Terminal / Hi-Speed USB (USB2.0)/ Micro HDMI/ Multi Interface Shoe	Multi/Micro USB Terminal / Hi-Speed USB (USB2.0)/ Micro HDMI
Video Out	HD(HDMI)	
USB	Auto (MultiConfiguration)/ Mass Storage/ MTP	
Battery	NP-BX1	
Dimension (W x H x D)	108.1mm x 63.6mm x 38.3mm	96.0mm x 54.9mm x 25.7mm
Weight	Approx. 272g (Battery and Memory Stick DUO are included) Approx. 246g (Body Only)	Approx. 164g (Battery and Memory Stick DUO are included)/ Approx. 137g (Body Only)
Image Index	9 / 25 images	
Playback	Cue, Review (Movie)/ Slow Playback (Movie)/ Panorama Scroll Playback	
Slide Show Settings	Image: All Interval: 1 / 3 / 5 / 10 / 30 sec. Repeat: On / Off	
Print	Print Order Mark (DPOF): Select / Folder / Date	
Others	Smile Shutter Grid Line Digital Level Gauge (pitch) WB Bracket MF Assist Mic ref Level Lock-on AF 4K Still Image Output	Smile Shutter Grid Line Beauty Effect Lock-on AF 4K Still Image Output

Features and specifications are subject to change without notice.