

Press Release

Take your Beautiful Selfie with New Cyber-shot DSC-KW11 from Sony
Showcase your Beauty and Individuality with the Elegant, Slim Selfie Camera



Hong Kong, August 22, 2014 – For every pursuer of beauty and perfection, Sony’s brand new selfie camera - Cyber-shot DSC-KW11 - is a must-have ‘beauty product’ to keep in your handbag every day. The camera is designed to capture the perfect selfie with slender body and slimmer face effects or the “Outfit of the Day” shot for sharing on social networks. The new selfie camera features a slim design in four beautiful silky pearl colours with sparkling Swarovski® elements as a touch of elegance.



The Beauty Effect mode of the Cyber-shot DSC-KW11 provides users with a multitude of options that can be applied before and after you take your photo to achieve your desired look. While shooting, Skin Toning and Skin Smoothing effects can be individually adjusted. After making your selection, you can further refine your look with the five available effects to be applied in playback mode. The options of Skin Toning, Skin Smoothing, Eye Widening, Face Slimming and Shine Removal are also adjustable to give you the flexibility to showcase a different side of the perfect you.

Mounted on a 180-degree swivel, the 21mm¹ wide angle lens also helps to give users the visual effects of a slender body and a slimmer face for convenient and easy selfie shots.

¹ 35mm equivalent.

To complement the lifestyle of trend-setters and fashionistas, the camera features an unconventional elegant design that is reminiscent of a bottle of perfume with a silky pearl finish in four luxurious colours (White, Pink, Green and Violet), that sparkle with Swarovski® elements. Its elegant design goes well with any handbag or high-fashion clutch bag, making you the center on any occasions. Fitting snugly into the user's hands, the Cyber-shot DSC-KW11 is petite yet perfect for anyone to carry anytime, anywhere.



The Cyber-shot DSC-KW11 comes with Near Field Communications (NFC) and Wi-Fi features that enable easy one-touch connection with smartphones or tablets, so that you can share your best shots instantly to your family and friends via social media platforms. Compatible with Smart Remote Control², the Cyber-shot DSC-KW11 further allows you to control the camera remotely using a smartphone or tablet. This is complemented by the camera's attachable ring stand that enables it to stand freely at a tilt or hung on the wall, offering users the option of versatile hands-free selfie shooting.

Flick Touch Shutter is a new feature that lets users effortlessly set up a self-timer by just tapping and flicking their finger towards the wanted delay timing. With no cumbersome buttons and extra panels that require more time to set, users can easily set the features they want with just their thumb.

The Cyber-shot DSC-KW11 flaunts a large high-definition, high-contrast, 3.3 Type OLED screen with approximately 1,299k dots equivalent for the brilliant display of images, which allows you to see in vivid detail the different effects applied to present your best self to the world. The camera has a high-sensitivity 19.2 effective megapixels Exmor RS™ CMOS sensor to capture the finer details of your shot, while its F2 maximum aperture lens ensures that there is less noise on images, even when using the camera indoors or in other low-light environments.

Sony's selfie camera Cyber-shot DSC-KW11 will be available from end of October 2014 and the price will be announced at a later time.

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>.

² Requires downloading of the latest version of PlayMemories Mobile to the smartphone.

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Specifications of Sony Selfie Camera Cyber-shot DSC-KW11:

Model	DSC-KW11
Image Sensor	
Image Sensor	1/2.3 type(7.87mm) Exmor RS™ CMOS sensor
Number of Pixels	Approx. 21.0 Megapixels (Gross) Approx. 19.2 Megapixels(Effective)
Lens	
Lens Type	Sony Lens
Focal Length (35mm equivalent)	f= 4.0mm (Still Image4:3): f= 21mm (Still Image16:9): f= 23mm (Movie16:9): f= 23mm
F-number	F2.0
Focal Range (From the front of the lens)	iAuto AF(Approx. 10cm to infinity)
Camera	
Total Zoom Magnification	Optical Zoom: 1x Digital Zoom: Still Image: 19M Approx.2x / 10M Approx.2x / 5M Approx.2x / VGA Approx.7.9x / 14M(16:9) Approx.2x / 2M(16:9) Approx.2.6x Movie: Approx. 2x
Main Function	
Self-Timer	Off / 10sec. / 5sec. / 2sec
NFC	One-touch remote/ One-touch sharing
Wi-Fi	Ctrl with Smartphone / Send to Smartphone: Yes (Select on This Device / Select on Smartphone)
Focus Mode	Multi Point AF/ Face Tracking Focus
LED Light	Yes
Light Metering Mode	Multi Pattern
Aperture	F2.0
Shutter Speed	iAuto(2" - 1/8000)
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
SteadyShot	EIS (without GYRO)
White Balance	Auto/ Daylight/ Cloudy/ Incandescent/ Fluorescent Cool White / Fluorescent Day White / Fluorescent Daylight
Shooting Mode	Beauty Effect/ Intelligent Auto/ Scene Selection/ Picture Effect
Scene Selection	Gourmet/ SteadyShot/ Landscape/ Night Scene/ High Sensitivity/ Pet Mode/ Beach/ Snow
Picture Effect for still	Toy camera/ Pop Color/ Partial Color/ Soft High-key

Picture Effect for Movie	Toy camera/ Pop Color/ Partial Color/.Soft High-key
Still Image: Number of Recorded Pixels(Image Size)	4:3mode:19M(5,056 x 3,792) / 10M(3,648 x 2,736) / 5M(2,592 x 1,944) / VGA / 16:9mode:14M(5,056 x 2,848) / 2M(1,920 x 1,080)
Face Detection	Auto / ON Maximum number of detectable faces : 8 faces
Continuous Shooting Speed (Maximum)	Approx. 0.33 fps (for up to 4 shots)
Monitor	
LCD	8.3cm (3.3type) (16:9) / 1,229,760 dots equivalent / XtraFine / OLED
Recording	
Recording Media	Memory Stick Micro Memory Stick Micro (Mark2) 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: MPEG-4 AVC/H.264
Movie Recording Mode	MP4:12M(1,920x1,080/30fps) / 6M(1,280x720/30fps)
Microphone / Speaker	Built-in Mono Microphone/ Mono Speaker
Zoom Magnification of Playback Mode	8x
Interface	Micro USB Terminal, Hi-Speed USB (USB2.0)
USB Connect	Mass Storage
Battery	NP-BN
Dimension (W x H x D)	57.7 x 125 x 20.1mm
Weight	Approx. 136g (Battery and Memory Stick Micro are included) / Approx. 120g (Body Only)
Image Index	12 images
Playback	Cue, Review (Movie)
Print	Exif Print/ PRINT Image Matching (PIM3)
Others	Face Detection Grid Line Beauty Effect

Features and specifications are subject to change without notice.