

Press Release

Sony Cyber-shot W Series Expands Shooting Possibilities with a Wide-angle Lens

The new Cyber-shot W Series features resolutions of up to 14.1 megapixels and Sony's fast 24 mm wide-angle f/2.4 G Lens in a compact design



DSC-W380

Hong Kong, 13 January, 2010 – Sony is expanding the Cyber-shot W Series with the DSC-380, DSC-350, DSC-W320 and DSC-310. Featuring resolutions of up to 14.1 megapixels, the latest additions to the W Series are equipped with wide-angle lenses with a minimum focal length of up to 24 mm, giving users the ability to shoot a wide variety of scenes even in dimly light environments.

Encased in a compact design and offered in a range of chic colours, the additions to the W Series provide a good range of high-performance cameras at excellent value.

The flagship DSC-W380

The Cyber-shot DSC-W380 combines a fast 24 mm wide-angle f/2.4 G Lens with 5x optical zoom. Utilising Sony's latest optical technology, the G Lens and the extended zoom range of 24mm wide-angle to 120mm telephoto greatly enhances the camera's shooting capabilities. The G Lens features an ultra-high refractive index element that corrects field curvature – a

common problem in wide-angle lenses – and produces exceptional contrast at all focal lengths, from wide-angle to telephoto.

The Cyber-shot DSC-W380 incorporates the BIONZ Imaging Processor to deliver high-resolution images and a faster performance when using the higher maximum ISO setting and enhanced noise reduction in dimly lit environments. Sony's double Anti-blur Solution combines the benefits of Optical SteadyShot optical image stabiliser with an improved High Sensitivity mode to reduce camera shake and blur in telephoto shots.

With the Sweep Panorama function, you can capture breathtaking panoramic views by assembling individual frames shot at high speed. The new self-portrait timer function is added to let users take in-frame self-portraits more easily than before. Despite the compact size, the DSC-W380 is able to shoot HD movies at 30 fps and 1280 x 720 pixel resolutions. Making movies can be as easy as taking a snapshot.

More choices with the DSC-W350, DSC-W320 and DSC-W310

Both the DSC-W350 and DSC-W320 offer up to 26 mm f/2.7 Carl Zeiss Vario-Tessar wide angle lens, which produces superior clarity in photos. In addition, the DSC-W350 features the HD movie shooting function at 720p and Sweep Panorama. The 12.1 megapixels DSC-W310 is ideal for beginners with its easy-to-use functions at an affordable price.

The new Cyber-shot W Series DSC-W380, DSC-W350, DSC-W320 and DSC-W310 are available at HK\$2,390, HK\$2,190, HK\$1,890 and HK\$1,590 respectively.

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.

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Specifications for Cyber-shot DSC-W380, DSC-W350, DSC-W320 and DSC-W310

Model	DSC-W380	DSC-W350	DSC-W320	DSC-W310
Image Sensor				
Image Sensor	1/2.3 type Super HAD CCD sensor			
Number of Pixels	Effective pixels: Approx. 14.1 Megapixels			Effective pixels: Approx. 12.1 Megapixels
Processor	BIONZ		Yes	
Total Zoom Magnification	Digital Zoom Off (only Optical Zoom): 5x Smart Zoom (with Optical Zoom) - 10M: Approx. 5.9x (Total) - 5M: Approx. 8.3x (Total) - VGA: Approx. 33x (Total) - 16:9(2M): Approx. 11x (Total) Precision Digital Zoom (with Optical Zoom): Approx. 10x (Total)	Digital Zoom Off (only Optical Zoom): 4x Smart Zoom (with Optical Zoom) - 10M: Approx. 4.7x (Total) - 5M: Approx. 6.7x (Total) - VGA: Approx. 27x (Total) - 16:9(2M): Approx. 9.0x (Total) Precision Digital Zoom (with Optical Zoom): Approx. 8x (Total)		Digital Zoom Off (only Optical Zoom): 4x Smart Zoom (with Optical Zoom) - 8M: Approx. 4.9x (Total) - 5M: Approx. 6.2x (Total) - VGA: Approx. 25x (Total) - 16:9(2M): Approx. 8.3x (Total) Precision Digital Zoom (with Optical Zoom): Approx. 8x (Total)
Focal Length	4.25-21.3mm	4.7-18.8mm		5-20mm
Lens	G Lens	Carl Zeiss Vario-Tessar		Sony lens
F-number	F2.4(W)-5.9(T)	F2.7(W)-5.7(T)		F3(W)-5.8 (T)
Focal Range (35mm film equivalent)	iAuto (W: Approx. 5cm to Infinity, T: Approx. 50cm to Infinity) Still Image: 24-120mm Movie 16:9: 28-140mm Movie 4:3: 34-170mm	iAuto (W: Approx. 4cm to Infinity, T: Approx. 60cm to Infinity) Still Image: 26-105mm Movie 16:9: 30-122mm Movie 4:3: 37-149mm	iAuto (W: Approx. 4cm to Infinity, T: Approx. 60cm to Infinity) Still Image: 26-105mm Movie 4:3: 26-105mm	iAuto (W: Approx. 5cm to Infinity, T: Approx. 50cm to Infinity) Still Image: 28-112mm Movie 4:3: 28-112mm
Main Features				
Optical Zoom during Movie Recording	Available			
AF Mode	Intelligent AF / Auto Marco (iAuto)			

Focus Mode	Multi Point AF (9 Points) / Center Weighted AF / Spot AF		
Light Metering Mode	Multi Pattern / Center Weighted / Spot		
Aperture	iAuto(F2.4/F7.1(W), 2 steps with ND Filter) / Program Auto(F2.4/F7.1(W), 2 steps with ND Filter)	iAuto(F2.7/F8.0(W), 2 steps with ND Filter) / Program Auto(F2.7/F8.0(W), 2 steps with ND Filter)	iAuto (F3.0/F4.3(W), 2 steps) / Program Auto (F3.0/F4.3(W), 2 steps)
Shutter Speed	iAuto(2" - 1/1,600) / Program Auto(1" - 1/1,600)	iAuto(1/8" - 1/1,600) / Program Auto(1" - 1/1,600)	iAuto(1/4" - 1/2,000) / Program Auto(1" - 1/2,000)
ISO Sensitivity (REI)	Setting: Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200 Auto Control Range: ISO80-3200(Auto), ISO80-800(Program Auto)		Setting: Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200 Auto Control Range: ISO100-800(Auto), ISO100-800(Program Auto)
EV Adjustment	± 2.0 EV, $\frac{1}{3}$ EV step / EV bar display		
Image Stabilizer	Optical SteadyShot		SteadyShot
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash / One Push, One Push Set		Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash
Waite Balance (Underwater)	Auto / Underwater 1-2 / One Push, One Push Set		Auto / Underwater 1-2
Shooting Modes	Still Image: Intelligent Auto, Easy Shooting, Program Auto, High Sensitivity, Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, Snow, Fireworks, Underwater, Gourmet, Pet Mode, Sweep Panorama Movie: Auto Adjustment / Underwater	Still Image: Intelligent Auto, Easy Shooting, Program Auto, High Sensitivity, Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, Snow, Underwater, Gourmet, Pet Mode, Sweep Panorama Movie: Auto Adjustment / Underwater	Still Image: Intelligent Auto, Easy Shooting, Program Auto, High Sensitivity, Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, Snow, Underwater, Gourmet, Pet Mode, SteadyShot Movie: Auto Adjustment
Still Image: Number of Recorded Pixels	14M (4,320 x 3,240) 10M (3,648 x 2,736)	14M (4,320 x 3,240) 10M (3,648 x 2,736)	12M (4,000 x 3,000) 8M (3,264 x 2,448)

(Image Size)	5M (2,592 x 1,944) VGA (640 x 480) 16:9 mode: 11M (4,320 x 2,432) / 2M (1,920 x 1,080) Panorama (size: Max. degrees of sweep angle): 7,152 x 1,080(185deg) / 4,912 x 1,080(127deg) / 4,912 x 1,920(127deg) / 3,424 x 1,920(88deg)	5M (2,592 x 1,944) VGA (640 x 480) 16:9 mode: 11M (4,320 x 2,432) / 2M (1,920 x 1,080)	5M (2,592 x 1,944) VGA (640 x 480) 16:9 mode: 9M (4,000 x 2,248) / 2M (1,920 x 1,080)	
Scene Recognition (iSCN)	Auto / Advanced Recognized Scene: 8 modes (Twilight / Twilight Portrait / Twilight using a tripod / Backlight / Backlight Portrait / Landscape / Macro / Portrait) Motion Detection: Face	Auto Recognized Scene: 7 modes (Twilight / Twilight Portrait / Backlight / Backlight Portrait / Landscape / Macro / Portrait) Motion Detection: Face		
Face Detection	Shooting Mode: Auto / Off / Child Priority / Adult Priority Face Selection: Yes(Key) Maximum number of detectable faces: 8 faces	Shooting Mode: Auto / Off		
Smile Shutter Settings	Smile Detection Sensitivity: \pm 1 steps Smile Detection Indicator: Yes			
Dynamic Range Optimizer	Standard / Off / Plus		-	
Flash Mode	Auto / Flash On / Slow Synchro / Flash Off			
Red Eye Reduction	Auto / On / Off			
Flash Range	ISO Auto: Approx.0.2-Approx.4.8 m(Approx.0.66'-Approx .15.8')(W) Approx.0.5-Approx.2.0 m(Approx.1.64'-Approx .6.56')(T), ISO3200: up to Approx.9.6m(Approx.3 1.5')(W) / Approx.3.9m(Approx.1 2.8')(T)	ISO Auto: Approx.0.2-Approx.3.8 m(Approx.0.66'-Approx .12.5')(W) Approx.0.6-Approx.1.9 m(Approx.1.97'-Approx .6.23')(T), ISO3200: up to Approx.7.9m(Approx.2 5.9')(W) / Approx.3.9m(Approx.1 2.8')(T)	ISO Auto: Approx.0.3-Approx.3.5 m(Approx.0.98'-Approx .11.48')(W) Approx.0.6-Approx.1.8 m(Approx.1.96'-Approx .5.91')(T), ISO3200: up to Approx.7.1m(Approx.2 3.3')(W) / Approx.3.7m(Approx.1 2.1')(T)	ISO Auto: Approx.0.5-Approx.3.0 m(Approx.1.64'-Approx .11.48')(W) ISO3200: up to Approx.6m(Approx.19. 69')(W) / Approx.3m(Approx.9.8 4')(T)
Self-Timer	Off / 10sec. / 2sec. / portrait1 / portrait2		Off / 10sec. / 2sec.	
Auto Review	Yes			
Monitor & Viewfinder				
LCD	2.7-type (230,400dots) 4:3 Clear Photo TFT LCD Brightness Setting: Normal / Bright			

	Auto Bright Monitoring: Yes			
Recording				
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (high Speed)* / Memory Stick™ PRO-HG Duo* / SD Memory Card / SDHC Memory Card			
Image File Format (Still Image)	DCF(Design rule for Camera File System)Ver.2.0 DPOF(Digital Print Order Format)Ver.1.1 ExifVer.2.21 MPF Baseline		DCF(Design rule for Camera File System)Ver.2.0	
Movie Recording Mode	1280 x 720 (Approx.29.97fps, Progressive) : Approx.9Mbps, Approx.6Mbps (Average bit-rate) VGA (640 x 480, Approx.29.97fps, Progressive): Approx.3Mbps (Average bit-rate)		VGA (640 x 480, Approx.29.97fps, Progressive) QVGA (320 x 240, 29.97fps, Progressive)	QVGA (320 x 240, Approx.29.97fps, Progressive)
Microphone / Speaker	Built-in Microphone (Stereo) / Speaker (Mono)			
Playback				
Zoom Magnification of Playback Mode	8x			
Retouch	Trimming / Red Eye Correction / Unsharp Masking		Trimming / Red Eye Correction	
PC Link	PC Sync (MS) / PMB Portable			
Terminals				
Video Out	Component (HD(1080i) (with optional accessory)/ SD) / Composite / Video Out Mode (NTSC / PAL) / TV Type Capability (SD Output, 4:3)		Composite / Video Out Mode (NTSC / PAL) / TV Type Capability (SD Output, 4:3)	
USB	Hi-Speed USB (USB 2.0) USB Connect - Auto (Multi Configuration) / Mass Storage / PictBridge / PTP / MTP / DTP			Hi-Speed USB (USB 2.0) USB Connect – Auto / Mass Storage / PictBridge / PTP/MTP / DTP
General				
Battery	NP-BN/ 3.6V			
Dimensions (W x H x D)	91.7mm x 51.9mm x 19.7mm (excluding protrusions)	90.7mm x 51.5mm x 16.7mm (excluding protrusions)	92.9mm x 51.9mm x 17.3mm (excluding protrusions)	95.3mm x 55mm x 18.7mm (excluding protrusions)
Weight	Approx.108g (Body only) Approx.124g (with Battery & MS)	Approx.100g (Body only) Approx.117g (with Battery & MS)	Approx.101g (Body only) Approx.117g (with Battery & MS)	Approx.137g (Body only) Approx.121g (with Battery & MS)

	Duo)	Duo)	Duo)	Duo)
Supplied Accessories				
	- Rechargeable Battery Pack (NP-BN/ 3.6V) - Battery Charger - Multi Connector Cable - Power Cord - Wrist Strap - CD-ROM			
Remarks				
<p>* When using "Memory Stick PRO-HG Duo"</p> <p>** When measuring media capacity, 1GB equals 1 billion bytes (1MB = 1 million bytes), a portion of which is used for data management and/or application files.</p> <p>*** When using PMB (Picture Motion Browser), the maximum number of images stored at VGA size.</p> <p>**** Speed will be slowing after taking some shots.</p> <p>***** With optional accessory</p> <p>***** This camera can play back only the movie files recorded by itself.</p>				