

# Press Release

Berlin, 30th August 2004

## 7.2 MEGAPIXEL RESOLUTION, 4X OPTICAL ZOOM AND MANUAL FUNCTIONS HERALD A PRO QUALITY PLAYER FOR THE SONY CYBER-SHOT RANGE

*Sony's revamps digital still camera offering with the Cyber-shot V3, a 7.2 Megapixel compact digital camera equipped with a Carl Zeiss Vario-Sonnar 4x optical zoom lens, dual memory card slots for Memory Stick & Compact Flash\*\*\*, RAW data recording, manual mode and a large 2.5-inch LCD.*

### **Big Impact**

Something big has arrived on the digital camera scene, but not in terms of size. The **traditional 'rangefinder'** styled Sony Cyber-shot V3 is a compact Cyber-shot camera with an immense resolution of **7.2 effective Megapixels** and which features a powerful **4X Vario-Sonnar zoom lens** from the world-famous **Carl Zeiss** company. That's not all- a large range of exposure modes on the camera offer **full manual control** or a choice of program and scene selection modes. The **sizeable 2.5-inch LCD screen** is also designed to give a full and clear picture, whether you're shooting, reviewing or setting the menu options. Another big feature is the file format- you can choose to save your high-resolution images in the professional **RAW or TIFF data formats**, keeping them uncompressed for use in graphics applications that require fine detail. In fact the only thing that hasn't been super-sized is the **robust black aluminium metal** camera body.

### **Superior Seven**

How will your photography benefit from the **7.2 effective Megapixels** supplied by the Sony Cyber-shot V3? For one thing the image quality is higher because a 7.2 Megapixel camera has more pixels. Therefore, there is less chance that noise - caused by pixels misinterpreting the light values- will have a visible effect on the picture. Your pictures will be clearer, especially at the **higher ISO sensitivity** settings used for fast moving subjects and in low light situations such as when the unique Sony Night Framing feature is used. The high pixel resolution is also useful when trimming on a PC or when outputting your photographs as **large sized prints**; it also has benefits when using the digital Smart Zoom facility.

### **Professional Power**

The Sony DSC-V3 is truly a king among compact cameras, but the power behind the throne is the Sony **Real Imaging Processor**. Designed by Sony, this innovative chip ensures that the Cyber-shot V3 can provide up to **300 shots\*** on one battery charge, while at the same time making the camera able to shoot faster, process images quicker and respond rapidly. It also produces excellent image quality, with greater colour reproduction and an **enhanced signal/noise ratio**. In addition, the Cyber-shot V3 can capture a **high speed burst** of eight shots at 2.5 frames per second and allows MPEG movies to be recorded with high enough quality to be played back full screen on a TV.

### **Designed for Photography**

Camera enthusiasts will love the design of the Cyber-shot V3. Tough and solid, its traditional ergonomics allow plenty of room for the **large 2.5-inch LCD screen** as well as plenty of controls for getting the **perfect picture** every time. Multiple automatic modes allow point-and-shoot simplicity while you'll find one of the seven Scene Selection modes for almost any picture setting or occasion. For more advanced photography, the camera also has a full **manual mode**, like a traditional SLR and offers **Hologram AF** features for shooting in low light situations as well as Sony's unique **NightFraming/NightShot** infra-red facilities for framing and shooting in complete darkness. In addition, you can manually select a focus point, or position a point anywhere in the frame with **Flexible Spot AF**. The camera also offers all the connectivity you'll need for everyday operation, including Hi-Speed **USB 2.0** and the **PictBridge\*\*** facility for printing your photos directly to a compatible printer without the need for a PC. Last and certainly not least, a **dual slot** provides all-important storage for **Memory Stick™** or **Memory Stick Pro™** and **Compact Flash\*\*\*** memory cards.

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## NOTES FOR EDITORS

Please find below further details about products and services highlighted in the Press Release:

### About the Cyber-shot V3

The Cyber-shot V3 is one of the first Sony digital cameras to deliver 7.2 effective Megapixels, thanks to an enhanced Super HAD CCD. As well as a dramatic increase in image quality this has the benefit of lowering the amount of noise in digital pictures, increasing the ISO speed rating to enable high-speed or low light photography (especially useful when the unique Sony Night Framing/Night Shot features are used) and also allowing much larger print sizes. This high pixel resolution is useful when trimming on a PC or when outputting your photographs as large sized prints; it also has benefits when using the digital Smart Zoom facility.

Coupled with this high resolution the high-quality Carl Zeiss Vario-Sonnar lens features a 4x optical zoom and a large aperture, able to provide crisp clear pictures thanks to world-class optical engineering and backed up by the more than 100-years reputation of the Carl Zeiss Company. The 2.5-inch LCD is more than adequate for viewing and framing shots. An enhanced menu system includes an animated and enlarged icon feature that is triggered whenever the user changes the Macro, Flash or Self-Timer setting.

To aid ease of use and automatic operation in a wide variety of conditions, there are seven Scene Selection modes offered by the Cyber-shot V3 to handle a number of preset environments or special occasions, such as those requiring a particular shutter speed, white balance and other specific camera settings. As well as Auto Exposure, Shutter and Aperture Priority and Programmed Auto Exposure modes, several autofocus modes are available, including Flexible Spot AF, where users can manually select a point, or position a point to focus on anywhere in the frame. In addition the camera also features a Manual Exposure mode for full creative control of the photographic process.

Sony technology also allows the Cyber-shot V3 to shoot pictures in perfect darkness. NightFraming uses the infrared NightShot and laser guided Hologram AF features to focus even in the lowest light levels, including complete darkness.

Users of the Cyber-shot V3 can choose to save their high-resolution images in the professional RAW or TIFF data formats, keeping them uncompressed for use in graphics applications that require fine detail. The larger file sizes required for these formats may fill up the camera's memory capacity, so the compressed JPEG format can also be selected for storing more pictures and also providing a small enough file size for emailing images.

For storage options the Cyber-shot V3 supports Sony Memory Stick™ and Memory Stick PRO™, as well as the popular Compact Flash\*\*\* card format in a dual slot. It also features Hi-Speed USB 2.0 and PictBridge\*\* interfaces. This provides a way for the Cyber-shot V3 to connect directly to a compatible printer without the need for a PC.

One such printer is the recently announced compact Sony DPP-FP30, which provides stunning colour photos thanks to its advanced dye-sublimation printing process. Simply connect the Cyber-shot V3 to this stylish printer and you can have 'photo-lab quality' prints in minutes.

The Cyber-shot V3 will be available throughout Europe at the end of October 2004.

### About the Real Imaging Processor and STAMINA

The Sony Real Imaging Processor is a specially engineered chip that delivers many enhancements to the operation and picture quality of the Cyber-shot V3. These include better colour reproduction and an improved signal to noise ratio, a faster start-up time as well as a quicker shutter operation (due to reduced shutter lag and shutter interval). The Sony processor at the heart of the Cyber-shot V3 also makes it possible to capture a burst of eight high quality shots at the high speed of 2.5 frames per second (fps) or a burst of 15 shots at 1.0 fps.

The energy efficient Real Imaging Processor also handles the camera's STAMINA, allowing the NP-FR1 InfoLITHIUM battery to supply up to 300\* shots under normal shooting conditions. As another benefit of the Real Imaging Processor, the Cyber-shot V3 offers high-resolution video using MPEG Movie VX Fine (480 x 460, 30 frames per second) when used with optional Memory Stick PRO™ media.

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## About Accessories

Supplied accessories include an NP-FR1 InfoLITHIUM battery and AC adapter, all required software drivers, USB and AV cables, Sony Picture Package software, Image data converter (RAW) and a shoulder belt designed for the Cyber-shot V3.

To get more out of the Cyber-shot range, Sony also offers a variety of optional accessories. Newly introduced are dedicated wide and tele conversion lens kits for the Cyber-shot V3 including the VCL-DEH07VA and VCL-DEH17VA, both of which come supplied with adapter rings and are instantly ready for use. In addition, the VAD-VHA adapter ring allows use of filters & close up lenses. A dedicated flower-shaped lens hood, the LSF-VHA, will protect the lens from light reflections. An advanced external flash unit (HVL-F32X) and cable remote (RM-DR1) complete the range of dedicated Sony accessories for the Cyber-shot V3.

## Cyber-shot V3 Key specifications:

- **7.2 effective Megapixel**
- **Carl Zeiss® Vario-Sonnar® Lens**
- **4x Optical Zoom, up to 19x Smart Zoom, 8x Precision Digital Zoom**
- **Quick Operation (Shutter Time Lag 0.35 sec, Shutter Release Lag 0.009 sec)**
- **Aperture/Shutter Priority and Manual Exposure Mode**
- **Stamina Battery Life (approx 300 shots\*)**
- **Real Imaging Processor**
- **NightShot and NightFraming**
- **Hologram AF**
- **RAW Data Recording**
- **Large 2.5" LCD**
- **Dual Slots for Memory Stick™ or Memory Stick PRO™ and Compact Flash\*\*\***
- **Flexible Spot AF**
- **High Speed Burst (x8) 2.5fps**
- **MPEG VX Fine with Audio**
- **AF Illuminator**
- **Histogram Indication**
- **Conversion Lens Compatible (Optional)**
- **High Quality Aluminium Body**
- **USB 2.0 High Speed Transfer**
- **7 Scene Selection Modes**
- **PictBridge\*\* Compatible**

\* The number of images is measured using the CIPA standard (CIPA: Camera & Imaging Products Association)

\*\* PictBridge is a trademark

\*\*\* Compact Flash (Type I), Compact Flash is a trademark of SanDisk Corporation

Note: Subject to errors and technical changes

For more information, please contact

Jean-Baptiste Duprieu / Corporate Communications Europe / Sony Europe GmbH  
tel: +49 30 2575 5169 / fax: +49 30 2575 5174 email: [jean-baptiste.duprieu@eu.sony.com](mailto:jean-baptiste.duprieu@eu.sony.com)

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In addition, for any queries about Sony in your respective country, please contact your local Sony PR office.

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