



## 2011 Training Guide

Cyber-shot® Cameras



Cyber-shot



**SONY**  
make.believe

## ► Features & Benefits

Image <sup>3</sup>	6
CMOS Sensors	8
Sweep Panorama™ mode	12
3D Features	14
Features to get the best shot	16
Full HD Movie Mode	26
Lens	31
Image Stabilization	33
Display	34
GPS & Compass	36
USB Charging / In-Camera Guide	37
Waterproof, dustproof, shockproof, freeze-proof	38
Post-shooting Solutions	40

## 2011 Cyber-shot® Digital Still Cameras 44

- W-Series
- T-Series
- H-Series

## ► Add to your photo experience 58

## Accessories & Charts 68

- Accessories
- Reference Tables

**Features & Benefits** ►

**W-Series** ►

**T-Series** ►

**H-Series** ►

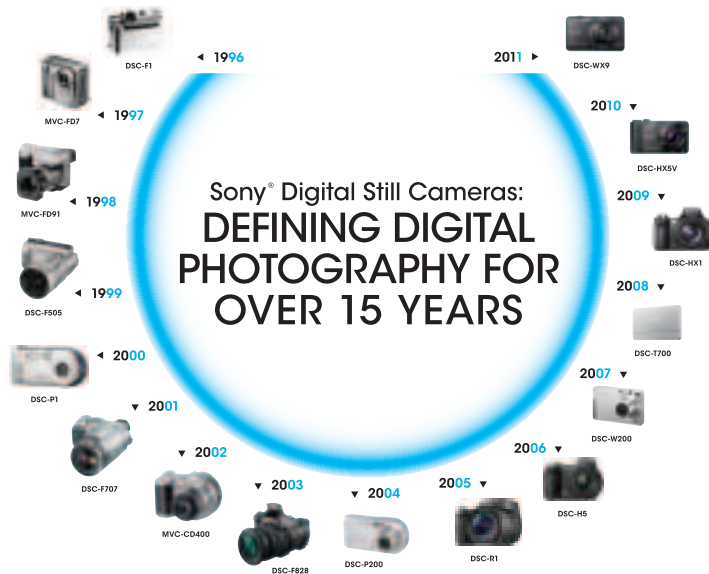
**Add to your photo experience** ►

**Accessories** ►

**Reference Tables** ►

# A new decade. A new definition of exceptional digital photography.

At Sony, we believe that anything you can imagine, we can make real. In the world of digital photography, we believe that the power of imaging will inspire you through the breathtaking images you capture. We've developed our 2011 Cyber-shot® digital camera line to drive your creativity beyond imagination, featuring innovative new features and breakthrough technologies. We make it easy to get the best shot, whether it's 3D shots, ultra wide panoramas, low-light situations, fast 10fps action or HD movie – the 2011 line-up is designed to let photographers at every experience level capture better, more professional-looking shots.



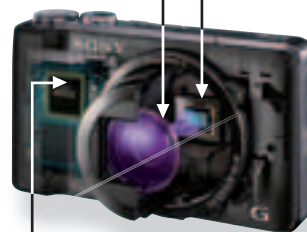


## The Power of Imaging

At Sony, we believe that images have the power to capture that perfect moment. We believe an image should have the power to evoke an emotion or spark a fond memory. That's why we make cameras with our unique technology – with the power of imaging – that helps you get the best shot. By combining our own lens, sensor and processor technologies, Cyber-shot® digital cameras deliver superb video quality, fast response and advanced features that capture the world like no other camera can, the way you see it. Experience the power of imaging for yourself.

### Carl Zeiss and G Lenses

Sony employs premium-quality Carl Zeiss® Vario-Tessar® lenses and the exclusive G lenses in select Cyber-shot® digital cameras. These lenses complement the high-quality imaging technologies of the BIONZ® Imaging Processor and "Exmor R" CMOS Sensor, allowing for powerful zoom, wide field of view, and sharp images.



### "Exmor R" CMOS Sensor

Experience stunning low-light sensitivity with improved image clarity and drastically reduced grain with the newly developed, back-illuminated "Exmor R" CMOS sensor. Designed for compact cameras and camcorders, the "Exmor R" CMOS sensor relocates the photo diodes above the support circuitry, maximizing light-gathering area per pixel so you can shoot with better results in lower lighting conditions.

**Image**

### BIONZ Processor

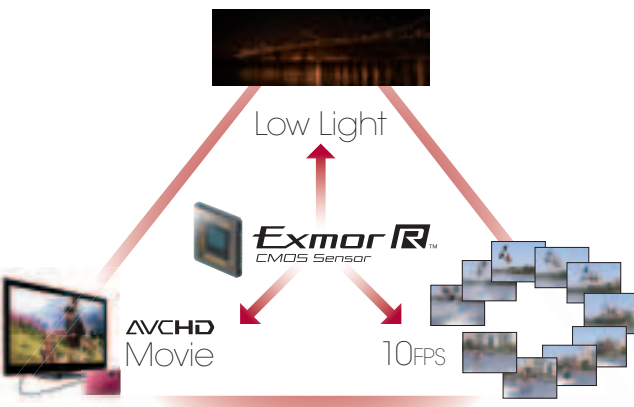
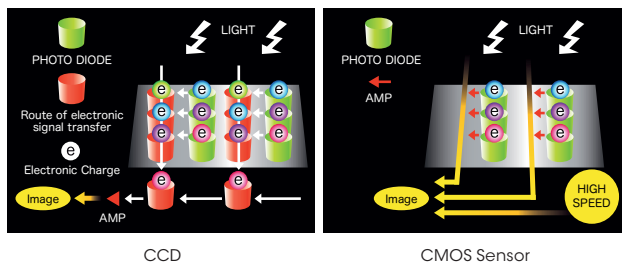
The most powerful processor Sony has ever built into a digital camera. Originally featured in our award-winning α DSLR camera line, the BIONZ® processor is now featured in most Cyber-shot® W, T and H-Series digital cameras. It not only performs the usual image processing functions, but offers an entirely new standard of image possibilities, including HD Movie capture and playback, Face Detection technology, Dynamic Range Optimization, high-speed burst mode, image layering, in-camera HDR and Background Defocus.



## CMOS Sensors

### The CMOS Sensor Advantage

Sony's CMOS sensors convert light to digital signals using Sony's original on the chip Column A/D Conversion which aids in delivering images of superb quality with extremely low noise and high speed.

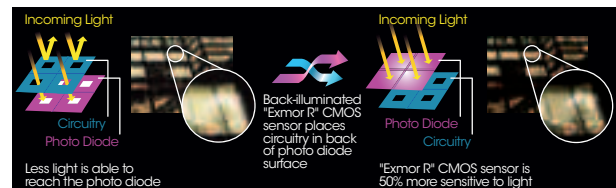


**Exmor R**  
CMOS Sensor

### "Exmor R" Low Light Performance

DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V

Thanks to back-illuminated technology that positions the light-sensitive photo diodes above the support circuitry rather than below it, Sony's "Exmor R" CMOS sensor is twice as sensitive to light as conventional CMOS sensors. This design also contributes to a 50% noise reduction. This dramatic improvement in sensitivity lets users enjoy cleaner and higher definition images with less noise when shooting in low light conditions.



Conventional CMOS Sensor Vs. "Exmor R" CMOS Sensor



Without "Exmor R" CMOS Sensor



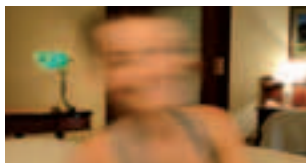
With "Exmor R" CMOS Sensor

## CMOS Sensors

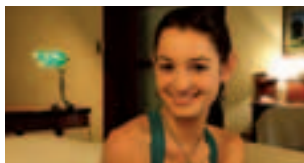


### Anti-Motion Blur

This mode helps capture clean, sharp images in low light when subjects are moving. The camera rapidly captures six shots with high sensitivity and fast shutter speed. The shot with the least subject movement is selected to render those elements, while data from all six frames are combined for stationary elements. The result is a single image with significantly less noise and blur than otherwise possible with a single low-light shot.



Without Anti-Motion Blur



With Anti-Motion Blur

### Hand-held Twilight

Select this mode to capture sharp, low noise images of low light scenes in which there is little subject motion. Like Anti-Motion Blur mode, six shots are rapidly captured, but lower ISO is prioritized over fast shutter speed. The position of objects in all six images is analyzed and the image data superimposed to realize a single image with significantly less noise and blur than otherwise possible with hand-held low-light shooting.



Without Hand-held Twilight



With Hand-held Twilight

### Backlight Correction HDR

**3-Shot: DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V**

Shooting high-contrast scenes can often lead to washed out backgrounds and details getting lost in the shadows. Backlight Correction HDR helps alleviate this problem by taking three pictures at different exposures and processing the best elements of each into a single image.



Without Backlight Correction HDR



With Backlight Correction HDR

### Dynamic Range Optimization (DRO) & DRO Plus

Dynamic Range Optimization helps preserve image data in bright highlights and recovers data from shadowy areas. This function is particularly useful when shooting scenes with high-contrast lighting between the foreground and background. As a result, photos appear more natural and closer to what your eye sees. With DRO Plus, the camera analyses each region of the image to recover shadow without affecting highlights.

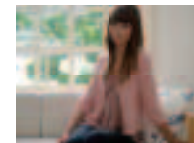
DRO Standard and Plus can help pull detail out of the shadows, especially in difficult backlight conditions.



Without DRO



DRO Standard



DRO Plus



## Sweep Panorama™ mode

### Sweep Panorama™ mode

Did you ever wish a picture could do full justice to a city skyline or a mountain vista? Sweep Panorama mode automatically takes up to 100 shots and automatically stitches them together to form incredible views—either horizontally or vertically. Just press the shutter once, release, and sweep.

### Intelligent Sweep Panorama™ HR mode

DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V

Intelligent Sweep Panorama™ HR mode takes a high-resolution photo which allows the ability to print very large panoramic images as well as to zoom in on small details in the distance and crop them for a larger view of the object. The high resolution image is a 42.9MP file which is compressed into a jpg. When opening the file in Picture Motion Browser ver. 5.5, it decompresses to the 42.9MP file.

Capture all the details from far away with Intelligent Sweep Panorama™ HR mode.



### Intelligent Sweep Panorama™ mode

DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V

Intelligent Sweep Panorama™ mode takes our Sweep Panorama function to the next level with the addition of motion compensation. Even when subjects are moving in the foreground of your landscape, these cameras can detect faces and moving subjects, intelligently stitching different widths together to minimize distortion.



Same width captures can result in distortion when subjects are moving.



Variable width captures compensate for subject movement during exposure.



## 3D Features

### Sweep Multi Angle™ mode

With Sony's Sweep Multi Angle™ mode, you can take photos that seemingly come to life. As you sweep your camera across the shot, it records 15 images from different angles. Then when you tilt the camera during playback, a Gyro Sensor detects your motion and displays a dynamic, 3D-like photo on the LCD screen.

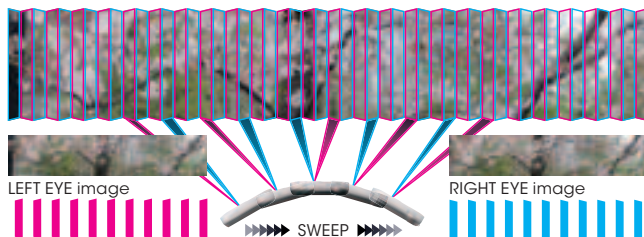


### 3D Sweep Panorama™ mode



**DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V**

3D Sweep Panorama™ technology lets you capture every day memories in 3D. Simply sweep the camera across a scene for 3D Sweep Panorama™ images. In 3D Sweep Panorama mode, the camera records separate right- and left-eye images that make your photos pop when viewed on your 3D TV.<sup>4</sup>



### 3D Still Image

**DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V**

In 3D still image mode, the camera takes 2 shots, adjusting focus as needed for each image. After analyzing distances between subject and foreground and subject and background, it converts the two images into 3D. City skylines, and other expansive scenery never looked as spectacular or lifelike on a 3D TV.<sup>4</sup>

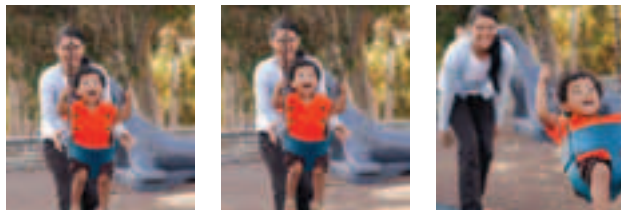




## Features to get the best shot

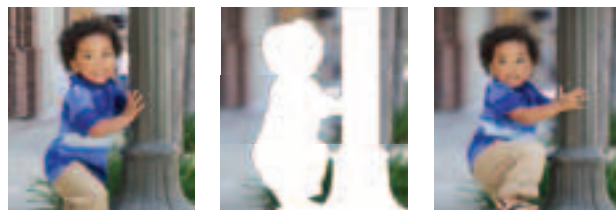
### Tracking Focus

Tracking Focus helps ensure your photo subjects always appear crisp and clear. Just select a subject using the LCD monitor or cross key, and the camera will keep precise focus on that particular person or object—no matter where it may move within the frame.



### Background Defocus

Professional photographers, using DSLR cameras, often intentionally blur photo backgrounds to make their main subjects stand out. Now you can utilize this same artistic technique in your photos with Sony's Background Defocus feature. The camera simultaneously takes a sharply focused foreground shot and defocused background shot, then combines the two into one seamless image.



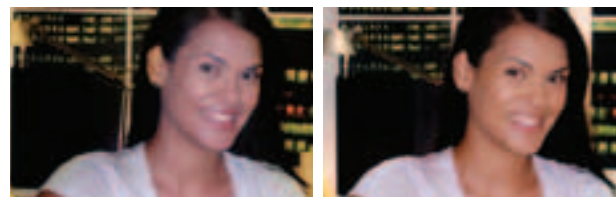
Everything in focus

Defocused  
background

With  
Background Defocus

### Natural Flash

Flashes on conventional point-and-shoot cameras simply can't capture colors the way your eye actually sees them. To correct this problem, Sony's Natural Flash takes an initial shot without a flash. This reference shot is then used to correct the color in a second shot—taken with the flash—to produce a more lifelike final image.

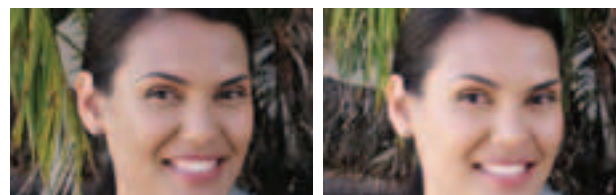


Without Natural Flash

With Natural Flash

### Soft Skin

Minimize the appearance of blemishes, fine wrinkles, and dull complexions in your portrait shots with Sony's Soft Skin mode. It automatically detects up to eight faces in your photo, then digitally corrects skin imperfections while enhancing the mouths and eyes of your subjects. Backgrounds and other objects in your photos remain untouched.



Without Soft Skin

With Soft Skin

## Features to get the best shot

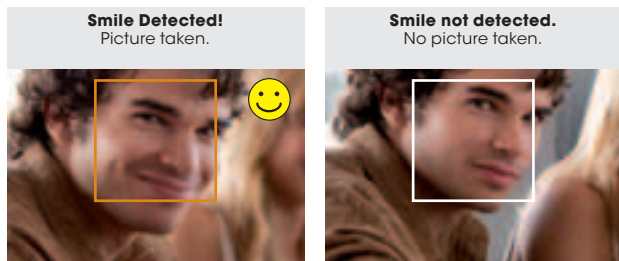
### Face Detection

When Face Detection is engaged on a Sony digital camera, it can recognize a human face and automatically optimize your shots to take better pictures of people. Face Detection allows you to capture sharper images with less blur.



### Smile Shutter™ Technology

Everyone knows how tricky it can be to capture shots of people at the perfect moment when they're smiling. That's what makes our Smile Shutter™ technology such a hit. The system can track multiple smiles plus offers an Adult/Child Priority setting to zero in on the smiles of little ones. It's perfect for capturing true, natural smiles that often last for only a moment.



### Intelligent AF

Working directly with iAUTO mode, Intelligent AF (Auto Focus) automatically detects changing conditions such as subject brightness and zooming ratio. Because Intelligent AF can begin focusing even before users half-press the shutter button, the camera is capable of high-speed and power-saving auto focus.

### Hi-Speed Linear Focus

**DSC-HX9V, HX100V**

Focusing is faster than ever thanks to the collaboration of four technologies—the lens, “Exmor R” CMOS sensor, a newly developed BIONZ® Imaging Processor, and its optimized focus processing. You can get the right focus and shoot in as little as 0.1 seconds—twice faster than our conventional models\*—and never miss a subject.

Using technology that estimates the distance to a subject based on two out-of-focus images, this AF system allows quick, smooth focusing because it only searches for focus around the area where the subject is expected to be. The advanced AF function allows you to capture a fleeting moment—for example, a bird's agitated flutter or quick changes in your pet's expression—in a memorable photo.

## Features to get the best shot

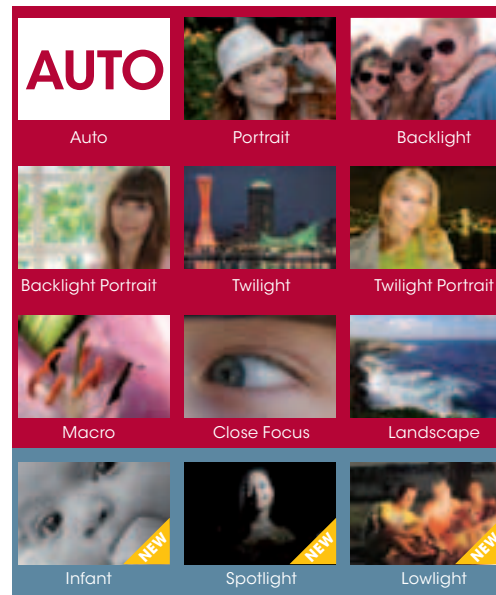
### Intelligent Scene (iSCN) Recognition

Thanks to enhanced "Intelligent Scene Recognition", the camera recognizes a multitude of different patterns of scenes then chooses the automatic mode that best matches the shooting scene. Newly added scene recognition modes—including "Infant", "Spotlight" and "Low Light"—expand the range of existing scene recognition modes. Moreover, new "Superior Auto" not only recognizes scenes but also senses conditions, detecting and analyzing subject and motion to allow automatic choice of optimal shooting method, exposure, flash control, white balance, and tint.

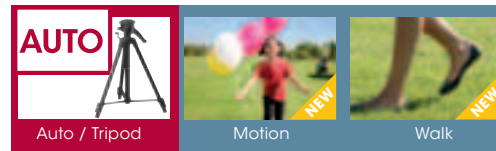
### Intelligent Auto (iAuto) Mode

When you choose "Intelligent Auto" mode, advanced "Intelligent Scene Recognition" is activated. The camera recognizes up to 33 kinds of scenes for still image shooting and up to 44 kinds of scenes for movie shooting, optimizing camera settings. Since an icon blinks at the top-left corner of screen when the camera recognizes a type of scene, users can tell immediately at a glance that "Intelligent Scene Recognition" is active.

Scene Group: 12 scenes



Condition Group: 3 still scenes and 4 movie scenes



## Features to get the best shot

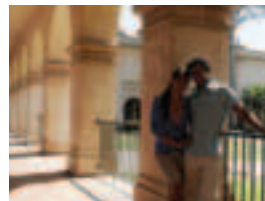
### Self-Portrait Timer

Hand-held self portraits have always been difficult—you can't see the LCD to confirm your face is in the frame. Self-portrait timer confirms proper framing with Face Detection—selectable for one or two faces. Once activated, Self-portrait timer automatically releases the shutter 2 seconds after a face is detected in the scene—now it's easy to get into the picture!



### Superior Auto

Get cleaner, more dynamic pictures—and miss fewer shots—with Sony's new Superior Auto mode. The camera automatically recognizes the correct scene mode, then quickly shoots and combines up to six shots to produce images with greater clarity, optimum dynamic range using backlight correction HDR technology and lower image noise using 6 shots layering technology.



Exposed only for background



Exposed only for subject



Using Superior Auto mode both subject and background are properly exposed

## Features to get the best shot

### 10 Frames per Second Bursts

DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V

These cameras can capture up to 10 frames per second bursts at full resolution, helping ensure you never miss the decisive moment. The mechanical shutter eliminates the distortion common to images of moving subjects shot with electronic shutters.



Continuous Burst Mode shooting at up to 10 frames per second helps you capture the decisive moment.



Without Mechanical Shutter



With Mechanical Shutter

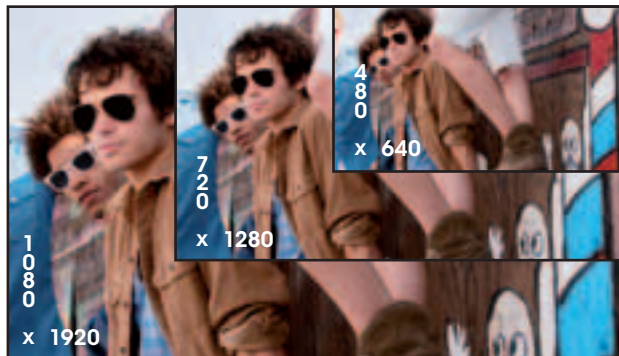
## Full HD Movie Mode

### Full HD: 1920x1080/60p



DSC-TX100V, HX9V and HX100V

Full HD image quality of 1920x1080/60p. Since it features progressive HD movie capability unlike conventional interlacing, every frame is full HD resolution 1920x1080 frame size. This enables quick capture of sports action and animals in motion as ultra-precise and smooth movie images. Thanks to the 60p frame rate, still images of crucial moments can be extracted from movie footage while maintaining full HD image precision.

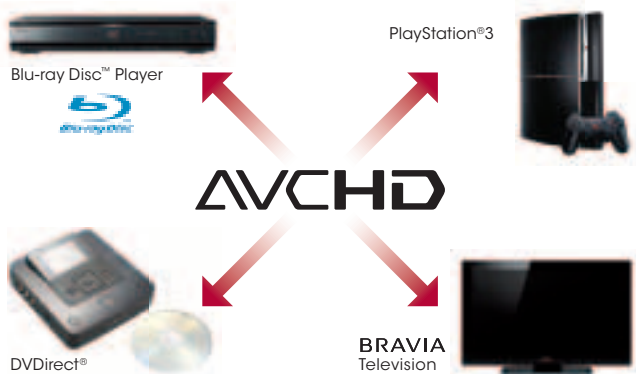


### AVCHD™ for TV: 1920x1080/60i

DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V



Ideal for playback on HDTV, the AVCHD format captures a high degree of detail and smooth movement.<sup>6</sup> Record AVCHD movies up to 1920x1080 at 60i. Video clips can be played back directly from the camera, or can be transferred to DVD or Blu-ray Disc™ media.<sup>9</sup> They can then be played back on HDTVs via compatible Blu-ray Disc™ players, PlayStation®3 systems and compatible PCs.





## Full HD Movie Mode

### MP4 for PC: 720p / 480p; Motion JPEG

Motion JPEG: DSC-W510, W530

720p / 480p: DSC-W560, W570, T110, H70

MP4 is ideal for enjoying and sharing HD movies on your PC, Mac® computer or the Internet. Depending upon the camera model, you can record video up to 1280x720 or 640x480 at 30fps. An MP4 file is a compressed single file format, perfect for uploading to computers and Web sharing sites like YouTube™. (Compatible computer with Internet connectivity required.)



### Active Mode

DSC-WX10, H70, HX7V, HX9V, HX100V

Optical SteadyShot™ image stabilization with Active Mode is now more advanced than ever! In addition to existing ability to correct camera shake in vertical and horizontal directions, the camera realizes camera shake correction in a third direction, thanks to new correction for rolling motion. An exclusively designed gyro sensor detects rolling camera motion and helps correct blur caused by camera shake. Now, you can shoot steady, easy-to-watch movies—even with single-handed shooting while walking!

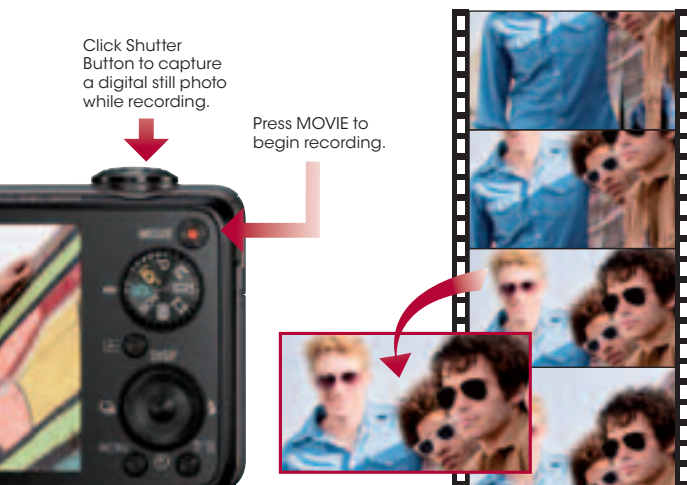


## Full HD Movie Mode

### Dual Record

DSC-WX9, WX10, TX10, TX100V, HX7V, HX9V, HX100V

Dual record enables you to capture still images while shooting a movie. Just press the shutter button to take up to 10 still photos, whenever you want! Thanks to Sony's high quality, super high-speed BIONZ® image processing and Dual Rec, you can take movies and still images at once.<sup>17</sup> So you'll never again have to choose between taking a great movie and capturing a great photo!



## Lens

### Carl Zeiss® Lens



DSC-W530, W560, W570, WX9, T110, TX10, TX100V, HX100V

For superior sharpness, excellent contrast, and color accuracy, professional photographers depend on Carl Zeiss® lenses. That's because they can be relied upon to consistently maintain the resolution, contrast, illumination, and color of photos—from the center all the way to the corners. These diverse lenses offer wide angles up to 25mm equivalent, which make it easier to get better group shots in tight confines and focal lengths up to 810mm equivalent on the HX100V for great shots even from far away.

Wider wide angles



35mm Equivalent



25mm Equivalent

High zoom



1x



30x

## Lens

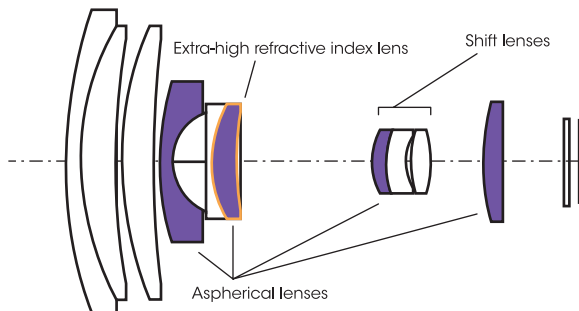
### G Lens



**DSC-WX10, H70, HX7V, HX9V**

To help you get the best shots, Sony's "G Lens" covers a wide focal length range and provides exceptional contrast and sharpness. An excellent example is the G Lens of the Cyber-shot® DSC-HX9V which covers a broad range from 24mm equivalent wide-angle to 384mm equivalent telephoto. Consisting of 10 elements in 7 groups, this lens includes 4 aspherical elements and an extra-high refractive index element to minimize chromatic aberration.

Sony's G Lens is also capable of very high zoom functionality.



DSC-HX9V offers a high zoom of 16x which is excellent for use at sporting events, wildlife, distant landscape views and dramatic portrait shots.

## Image Stabilization



### SteadyShot® Image Stabilization

**DSC-W510, W530**

SteadyShot image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies.

### Optical SteadyShot™ Image Stabilization

**DSC-W560, W570, WX9, T110, TX10, TX100V**

Optical SteadyShot image stabilization uses a built-in gyro sensor to detect camera shake and automatically compensates to help prevent blur without sacrificing image quality.

### Optical SteadyShot™ Image Stabilization with Active Mode

**DSC-WX10, H70, HX7V, HX9V, HX100V**

Optical SteadyShot image stabilization with Active Mode gives you the freedom to shoot movies even while walking or running. By providing up to 10x the correction of standard mode, Active Mode can compensate for excessive camera shake so you can move along with your subject while shooting.



Without Optical SteadyShot  
Image Stabilization



With Optical SteadyShot  
Image Stabilization

## Display

### Improved Touch Screen

DSC-T110, TX10, TX100V

#### A simple touch

The intuitive touch screen display offers the ultimate in viewing pleasure. It features "Touch-it" functionality for shooting and viewing plus other conveniences such as flick-to-scroll playback and one-touch access to the easy-to-read MENU. To record Full HD (1920x1080) AVCHD™ movies, simply select the Movie start/stop icon on the upper left of the screen. Movie recording starts instantly even if a different shooting mode is being used. The display also features outstanding readability thanks to colored icons and intelligently designed menus.

#### Customizing

For a more personalized shooting experience, you can also customize the display. Just drag and drop icons of frequently used controls, such as for flash and ISO sensitivity, to enhance usability.

Users who prefer fewer icons for a cleaner looking display can disable icons or hide all icons in the MENU screen. In addition, the highly responsive screen allows effortless operation even while wearing gloves or when using the supplied Paint Pen.



### Xtra Fine LCD™ Display

DSC-WX9, TX10, HX7V, HX9V, HX100V

Sony's high resolution Extra Fine LCD display is a generous 3.0 inch screen with a phenomenal 921K dots. It looks like a beautiful photo print whether you're shooting pictures or showing them off.

### TruBlack™ Technology

DSC-TX100V, HX9V, HX100V

**TruBlack** Tired of not being able to see images on your camera's LCD screen while shooting in bright light? To counter this challenge, Sony has treated the display screen on select cameras with TruBlack technology. The technology increases the visibility of colors in dark areas, plus reproduces richer blacks with higher contrast. To reduce reflections, the display is coated with AR film and the display contains a layer of resin that replaces the air space.

### 3.5" OLED Display

DSC-TX100V

Still photos and movies can be beautifully displayed on the 3.5" OLED with touch screen (1229K dots). The organic light emitting display (OLED) shows the image through the lens with higher contrast and wider viewing angle than conventional LCDs, for powerful, vivid playback. And, its high-speed response is faster than ordinary LCDs for smoother playback of dynamic action. Now, use the OLED to see images more realistically, and capture photos and movies with real-life excitement!



## GPS & Compass



### GPS

**DSC-TX100V, HX7V, HX9V, HX100V**

Ideal for travelers, the built-in GPS and compass "geotags" your photos and movies, letting you view the location and direction the image was taken. The GPS receiver also automatically adjusts the camera's clock to the appropriate time zone. This is especially useful when traveling!

Using the supplied PMB (Picture Motion Browser) Software,<sup>1</sup> you can also download your digital files to your PC. These videos and still images can then be reviewed and played back using the software's Map View that shows thumbnail pictures where every shot was taken. PMB also lets you share your videos and photos with others, allowing you to create files that can then be viewed using the Google Earth™ mapping service.<sup>11</sup>



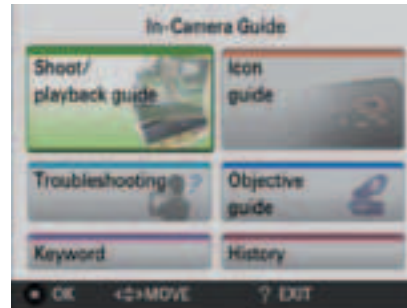
## USB Charging

**DSC-WX9 WX10, TX10, TX100V, HX7V, HX9V**

Select 2011 Cyber-Shot® cameras have convenient USB charging capabilities with optional accessories (AC-UP100, DCC-U50A, and AC-501AD).

## In-Camera Guide

In-Camera guide is here to help you. Since In-Camera Guide contains easy-to-understand manuals in camera about shooting functions, keywords, icons, you can get an answer right on the spot. You no longer have to open an in-carton instruction manual and go over countless pages. When pushing "?" button/icon, six types of searching options will find a solution for you.





## Waterproof, dustproof, shockproof, freeze-proof

### Cyber-shot® DSC-TX10 camera

DSC-TX10 waterproof / dustproof / shockproof / freeze-proof camera<sup>10</sup> doesn't compromise high fashion and technology for go-anywhere durability. A day at the beach, mountain biking on dirt trails, or a play day in the snow, this is the ideal camera to tuck in your pocket for spontaneous photos.

**Waterproof:** The DSC-TX10 is waterproof up to a depth of approximately 16 feet for approximately 60 minutes.

**Dustproof:** With its airtight construction, the DSC-TX10 is dustproof certified.

**Shockproof:** The DSC-TX10 is shockproof to withstand falls of up to approximately 5 feet.

**Freeze-proof:** The DSC-TX10 can operate across a wide range of temperatures, all the way from a steamy 104° Fahrenheit (40° C) down to a frigid 14° Fahrenheit (-10° C).

Above and beyond the world of style and its durable attributes, the DSC-TX10 features Sony's "Exmor R" CMOS sensor, for stunning low light performance, fast capture of up to 16.2MP, 3D still image and 3D Sweep Panorama™ mode.<sup>4</sup>

Users will also enjoy Full HD 1080/60i capture for high definition movies.





## Post-shooting Solutions

### In-camera Retouch

Why wait to get to a PC to edit your images? Do it all on the spot with Sony's convenient in-camera retouching tools. Functions include Trimming, which allows you to crop your images down to only include what you want to keep in the picture, Red-Eye Correction, which eliminates red glowing eyes in people, and unsharp masking, which can reduce blur in the image. These editing features vary depending upon which Cyber-shot® DSC you are shooting with.

### Picture Motion Browser Software

Sony's Picture Motion Browser (PMB) software<sup>1</sup> offers a simple, intuitive way to transfer, sort, and view your video and still images. Multiple output options also let you burn your digital memories to DVD and Blu-ray Disc™ media using an external DVD burning device using and external DVD burning device (sold separately).<sup>9</sup> Plus enjoy one-click upload to many popular video and photo-sharing sites.



(Compatible computer with internet connectivity required.)

### PMB Portable Software



All 2011 Sony Cyber-shot® digital cameras come pre-installed with our Picture Motion Browser (PMB) Portable software. Just pre-select videos and images in the camera, then upload them directly to any compatible PC, Mac or many popular Internet sharing sites.<sup>2</sup> There's no need to use or install any additional software.

### Personal Space™ Service

**Personal Space™** by Sony Personal Space is an online media service from Sony which provides sharing of photos and videos with friends and family through e-mail and Sharing Groups.



## Post-shooting Solutions

### DVDDirect® DVD recorder

DSC-WX9, WX10, HX9V, HX100V, TX10, TX100V,

Cherish your memories with the help of reliable DVDs. With the VRD-MC6, you can easily transfer your outdated media quickly and easily to DVD without the need for a PC. Just connect to your camcorder, VCR or DVR for recording video DVDs playable in standard DVD players. Built-in slots accept the four most common memory cards for recording digital pictures to DVD as a slideshow or for photo storage. And for the ultimate in clarity and photo-realistic imagery, record high definition AVCHD™ video from Sony HDD or Memory Stick® based Handycam® camcorders to DVD, playable in Blu-ray Disc™ compatible devices.⁹



### DVDDirect® Blu-ray Disc™ Recorder

Save your home videos and photos onto Blu-ray Disc™ media without a PC. From video tapes to digital images, the VBD-MA1 preserves your memories quickly and easily. Record high-definition AVCHD™ video from camera or save exciting new capture modes from Sony compatible products featuring 3D Sweep Panorama™ mode, 3D Still Images as well as Sweep Multi Angle™ images to Blu-ray Disc or DVD media.⁹



### TransferJet™ Technology

DSC-W570, WX9, WX10, H70, HX7V, HX9V, HX100V, T110, TX100V,

TransferJet™ technology makes it easier—and more fun—to share, view, and store your digital memories. With TransferJet-enabled Cyber-shot® cameras you can now transfer up to 10 files (photos or video) wirelessly to compatible TransferJet-enabled DSC, PC, TV or digital photo frame.⁸ This close-proximity wireless transfer protocol allows you to share and enjoy your content as soon as you get it! (TransferJet technology and TransferJet Memory Stick media is required in both devices.)



### Media Card Slot

It's all about choice for Sony® Cyber-shot® DSC owners. All Cyber-shot cameras introduced in 2011 will accept both Memory Stick Duo™/Memory Stick PRO Duo™/Memory Stick PRO-HG™ media and SD/SDHC media. (Media sold separately.)





# 2011 Cyber-shot® Digital Still Cameras



## DSC-W510

12.1MP | 4x OPTICAL ZOOM | 2.7" LCD

- 26mm equivalent lens with 4x optical zoom
- Capture breathtaking images in Sweep Panorama™ mode
- SteadyShot® image stabilization reduces blur
- iAuto mode automatically optimizes camera settings
- Face Detection and Smile Shutter™ technologies
- VGA Movie capabilities³
- Soft Skin mode reduces visible blemishes, and wrinkles
- Natural Flash corrects color balance for lifelike shots
- Self-Portrait Timer makes self-portraits easy
- 12.1 megapixel plus a 2.7" LCD screen for easy viewing
- Anti-blink, Face Priority and Red-eye Reduction functions
- DRO Standard and Plus recovers shadow detail in high contrast scenes
- iSCN detects 8 scene conditions and adjusts camera settings
- Rechargeable battery included



RED



SILVER



BLACK



PINK



2.7" LCD



## DSC-W530

14.1MP | 4x OPTICAL ZOOM | 2.7" LCD

- Carl Zeiss® Vario-Tessar® 4x (26mm wide) optical zoom lens
- Capture breathtaking images in Sweep Panorama™ mode
- SteadyShot® image stabilization reduces blur
- iAuto mode automatically optimizes camera settings
- Face Detection and Smile Shutter™ technologies
- VGA Movie capabilities<sup>3</sup>
- Self-Portrait Timer makes self-portraits easy
- 14.1 megapixel plus a 2.7" LCD screen for easy viewing
- Face Priority and Red-eye Reduction functions
- DRO Standard and Plus recovers shadow detail in high contrast scenes
- iSCN detects 7 scene conditions and adjusts camera settings



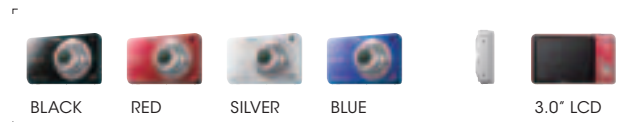
SILVER BLACK BLUE GREEN PINK 2.7" LCD



## DSC-W560

14.1MP | 4x OPTICAL ZOOM | 3.0" LCD

- Capture your videos in HD Movie mode (720p)<sup>3</sup>
- Capture breathtaking images in Sweep Panorama™ mode
- 14.1 megapixel plus a 3.0" LCD screen for easy viewing
- Optical SteadyShot™ image stabilization reduces blur
- iAuto mode automatically optimizes camera settings
- Soft Skin mode reduces visible blemishes, and wrinkles
- Tracking AF (for faces) so that the camera keeps focused on a selected individual
- Self-Portrait Timer makes self-portraits easy
- In-camera guide steps you into your perfect shot
- Face Detection and Smile Shutter™ technologies
- Carl Zeiss® Vario-Tessar® 4x (26mm wide) optical zoom lens
- Anti-blink, Face Priority and Red-eye Reduction functions
- DRO Standard and Plus recovers shadow detail in high contrast scenes



BLACK RED SILVER BLUE 3.0" LCD



## DSC-W570

16.1MP | 5x OPTICAL ZOOM | 2.7" LCD

- Capture your videos in HD Movie mode (720p)<sup>3</sup>
- Capture breathtaking images in Sweep Panorama™ mode
- 16.1 megapixel plus a 2.7" LCD screen for easy viewing
- Optical SteadyShot™ image stabilization reduces blur
- iAuto mode automatically optimizes camera settings
- Soft Skin mode reduces visible blemishes, and wrinkles
- Natural Flash corrects color balance for lifelike shots
- Self-Portrait Timer makes self-portraits easy
- In-camera guide steps you into your perfect shot
- Face Detection and Smile Shutter™ technologies
- Carl Zeiss® Vario-Tessar® 5x (25mm) optical zoom lens
- Anti-blink, Face Priority and Red-eye Reduction functions
- DRO Standard and Plus recovers shadow detail in high contrast scenes



BLACK



VIOLET



SILVER



PINK



2.7" LCD



## DSC-WX9

16.2MP | 5x OPTICAL ZOOM | 3.0" LCD

- "Exmor R" CMOS sensor for low-light performance
- Full HD 1080/60i with dual record of stills and movies<sup>17</sup>
- 3D still image and 3D Sweep Panorama™ mode: change the way you view your world<sup>4</sup>
- Fast capture with up to 10fps at full 16.2MP resolution
- Intelligent Sweep Panorama™ HR for one shot landscapes in high resolution
- Background Defocus highlights your subject like a DSLR
- Backlight Correction HDR; get details in difficult lighting
- Anti-Motion Blur/Hand-held Twilight for less grain and blur
- Superior Auto; awesome shots, automatically
- Digital Zoom; get closer to the movie action
- Carl Zeiss® Vario-Tessar® 5x (25mm) optical zoom lens; Optical SteadyShot™ image stabilization
- Soft Skin mode reduces visible blemishes, and wrinkles
- Natural Flash corrects color balance for lifelike shots



BLACK



RED



SILVER



3.0" LCD



## DSC-WX10

16.2MP | 7x OPTICAL ZOOM | 2.8" LCD

- "Exmor R" CMOS sensor for low-light performance, 7x optical zoom
- Full HD 1080/60i with dual record of stills and movies<sup>17</sup>
- Fast capture with up to 10fps at full 16.2MP resolution
- Backlight Correction; get details in difficult lighting
- Background Defocus highlights your subject like a DSLR
- Manual operation puts the control back in your hands
- 3D still image and 3D Sweep Panorama™ mode: change the way you view your world<sup>4</sup>
- 24mm equivalent wide angle lens; Optical SteadyShot™ image stabilization
- Intelligent Sweep Panorama™ HR for one shot landscapes in high resolution
- Superior Auto; awesome shots, automatically
- Hi-speed Linear focus allows focus lock to be achieved more quickly



2.8" LCD



## DSC-T110

16.1MP | 4x OPTICAL ZOOM | 3.0" LCD

- 3.0" Touch screen for easy focus selection and photo viewing
- Sweep Panorama™ mode captures stunning panoramic images
- Capture your videos in HD Movie mode (720p)<sup>3</sup>
- Carl Zeiss® Vario-Tessar® 4x (25mm) optical zoom lens
- Optical SteadyShot™ image stabilization
- iAuto automatically optimizes camera settings
- Soft Skin mode reduces visible blemishes, and wrinkles
- Self-Portrait Timer makes self-portraits easy
- In camera guide steps you into your perfect shot
- Smile Shutter™ technology automatically captures a smile
- Face Detection technology captures faces naturally
- Motion Detection suppresses blur in people and other subjects



PINK



SILVER



BLACK



RED



VIOLET



3.0" LCD





## DSC-TX10

16.2MP | 4x OPTICAL ZOOM | 3.0" LCD

- Certified waterproof, dustproof, shockproof and freeze-proof<sup>10</sup>
- 3.0" Touch screen for easy focus selection and photo viewing
- Full HD 1080/60i with dual record of stills and movies<sup>17</sup>
- 16.2MP "Exmor R" CMOS sensor for stunning low-light performance
- 3D still image and 3D Sweep Panorama™ mode: change the way you view your world<sup>4</sup>
- Intelligent Sweep Panorama™ HR for one shot landscapes in high resolution
- Background Defocus highlights your subject like a DSLR
- Superior Auto; awesome shots, automatically
- Soft Skin mode reduces visible blemishes, and wrinkles
- Natural Flash corrects color balance for lifelike shots
- Fast capture with up to 10fps at full 16.2MP resolution
- Carl Zeiss® Vario-Tessar® 4x (25mm) optical zoom lens



BLUE SILVER BLACK PINK GREEN 3.0" LCD



## DSC-TX100V

16.2MP | 4x OPTICAL ZOOM | 3.5" OLED

- 3.5" OLED touch screen for easy focus selection and photo viewing
- 1080/60p: preserve video moments in stunning clarity<sup>3</sup>
- 16.2MP "Exmor R" CMOS sensor for stunning low-light performance
- 3D still image and 3D Sweep Panorama™ mode: change the way you view your world<sup>4</sup>
- Intelligent Sweep Panorama™ HR for one shot landscapes in high resolution
- Backlight Correction; get details in difficult lighting
- Background Defocus highlights your subject like a DSLR
- Superior Auto; awesome shots, automatically
- Soft Skin mode reduces visible blemishes, and wrinkles
- Natural Flash corrects color balance for lifelike shots
- Fast capture with up to 10fps at full 16.2MP resolution



SILVER BLACK RED 3.5" OLED



## DSC-H70

16.1MP | 10x OPTICAL ZOOM | 3.0" LCD

- 10x optical zoom in a compact camera body
- Capture breathtaking images in Sweep Panorama™ mode
- Capture your videos in HD Movie mode (720p)<sup>3</sup>
- 25mm wide angle lens; Optical SteadyShot™ image stabilization
- Active Mode stabilizes your hand held HD movies
- Motion Detection suppresses blur in people and other subjects
- iAuto automatically optimizes camera settings
- Soft Skin mode reduces visible blemishes, and wrinkles
- Natural Flash corrects color balance for lifelike shots
- In camera guide steps you into your perfect shot
- Smile Shutter™ technology automatically captures a smile
- Face Detection technology captures faces naturally



BLUE SILVER RED BLACK 3.0" LCD



## DSC-HX7V

16.2MP | 10x OPTICAL ZOOM | 3.0" LCD

- Full HD 1080/60i with dual record of stills and movies<sup>17</sup>
- Sony® G lens with 10x optical zoom in a compact camera body
- "Exmor R" CMOS sensor for super low-light performance
- Background Defocus highlights your subject like a DSLR
- 3D stills and 3D Sweep Panorama™ mode: change the way you view your world<sup>4</sup>
- Intelligent Sweep Panorama™ HR for one shot landscapes in high resolution
- Superior Auto; awesome shots, automatically
- GPS and Compass record shot location & direction
- Fast capture with up to 10fps at full 16.2MP resolution
- Backlight Correction; get details in difficult lighting
- Digital Zoom; get closer to the movie action
- 25mm wide lens; Optical SteadyShot™ image stabilization



WHITE RED BLUE BLACK 3.0" LCD



## DSC-HX9V

16.2MP | 16x OPTICAL ZOOM | 3.0" LCD

- Full HD 1080/60p with dual record of stills and movies<sup>17</sup>
- Sony® G lens with 16x optical zoom in a compact camera body
- "Exmor R" CMOS sensor for super low-light performance
- Backlight Correction; get details in difficult lighting
- 3D stills and 3D Sweep Panorama™ mode: change the way you view your world<sup>4</sup>
- Hi-speed Linear focus improves focus speed
- Intelligent Sweep Panorama™ HR for one shot landscapes in high resolution
- Background Defocus highlights your subject like a DSLR
- Superior Auto; awesome shots, automatically
- Fast capture with up to 10fps at full 16.2MP resolution
- Digital Zoom; get closer to the movie action
- 24mm wide lens; Optical SteadyShot™ image stabilization



3.0" LCD



## DSC-HX100V

16.2MP | 30x OPTICAL ZOOM | 3.0" LCD

- Carl Zeiss® Vario Sonnar® T\* Lens 30x optical zoom
- Full HD 1080/60p with dual record of stills and movies<sup>17</sup>
- "Exmor R" CMOS sensor for superb low-light performance
- Backlight Correction; get details in difficult lighting
- Hi-speed Linear focus improves focus speed
- 3D stills and 3D Sweep Panorama™ mode: change the way you view your world<sup>4</sup>
- Fast capture with up to 10fps at full 16.2MP resolution
- Intelligent Sweep Panorama™ HR for one shot landscapes in high resolution
- Background Defocus highlights your subject like a DSLR
- Superior Auto; awesome shots, automatically
- Digital Zoom; get closer to the movie action
- 27mm wide angle lens; Optical SteadyShot™ image stabilization



3.0" LCD



Add to your  
photo experience.

## Party-shot™ personal photographer

Relax and join in the party with Sony's Party-shot™ personal photographer. This smart device works together with your DSC-W560/W570/WX9/WX10/TX100V/H70/HX7V/HX9V Cyber-shot® camera's Face Detection and Smile Shutter™ technologies to automatically take photos for you. It pans, tilts, and zooms all by itself—searching for and capturing a smile to compose candid, once-in-a-lifetime photos. It's never been this easy to take such natural-looking, unposed pictures.

*Party-shot™*



## IPT-DS2

- Snaps pictures at an event—automatically
- Intelligently pans and tilts to follow subjects and take photos
- Instantly detects faces and adjusts the composition of pictures
- Automatically capture a smile with Smile Shutter™ technology
- Compatible with DSC-W560/W570/WX9/WX10/TX100V/H70/HX7V/HX9V



## Share your photos in stunning HD!



DSC-HX9V shown

### PHOTOMUSIC HD Slide Show with Music

DSC-W560, W570, WX9, WX10, T110, TX10, TX100V,  
H70, HX7V, HX9V, HX100V

Bring your pictures to life on an HDTV (Requires component or HDMI™ cable; sold separately). To make the most of the big screen experience, Sony created PHOTOMUSIC, the HD slide show. Creating a customized show is as easy as one-two-three.

#### Photos

Our photo management database allows you to quickly locate and choose pictures for slide shows. Choose by date, by calendar, by folder, or use the Favorites Folders. Then narrow down the search by Face, Adult, Child and Smile.

#### Music

Depending on the model, Slide Show can accommodate four or eight music files of up to five minutes each and the ability to use more than one track.

#### Transition Effects

Thanks to Face Detection technology, the effects can focus on faces.

## TransferJet™ Technology



**TJS-1**

- Set your compatible camera on the TransferJet station to transfer photos and movies<sup>5</sup>
- Easy "View" and "Store" solutions
- Easily view content on a compatible PC or TV
- Save content to a PC or other USB-enabled product
- Compatible with DSC-W570, WX9, WX10, T110, TX10, TX100V, H70, HX7V, HX9V, HX100V
- Camera requires MS-JX8G



**MS-JX8G**

- 8 GB<sup>15</sup> (7.35 GB avail.) Memory Stick PRO-HG Duo™ media with TransferJet technology
- Enables wireless photo-sharing between two TransferJet-enabled cameras. Simply align the TransferJet logos, then tap the cameras together
- Enables wireless photo viewing and sharing with the TJS-1 (sold separately)
- Compatible with DSC-W570, WX9, WX10, T110, TX10, TX100V, H70, HX7V, HX9V, HX100V

## Photo Frame / Printer

### DPP-FP700



- 7" WVGA display to show off your photos
- Print a photo in approx. 45 seconds (Print speed varies based on image)
- Creative printing of Calendars, Layouts, and Photo IDs
- Print bordered or borderless photos
- Date print On/Off selectable
- 1 GB internal memory saves up to 2000 photos (based on 2MP pictures)<sup>15</sup>
- Memory card slots for Memory Stick®, Memory Stick Duo™, SD, SDHC, xD, and CF memory cards



## Photo Paper

- Optimized for use with the Sony DPP-F700, DPP-FP67, DPP-FP97, DPP-FP75, DPP-FP95, DPP-FP70, DPP-FP90 digital photo printers, these 4 x 6" sheets can be used for either bordered or borderless prints
- SVM-F120P: Packs include both paper (120 sheets) and print ribbons (2)
- SVM-F40P: Packs include both paper (40 sheets) and print ribbon (1)

## Display your creativity



### DPF-VR100

- Display photos on the large 10.2" WSVGA LCD (16:10)
- View AVCHD™/MP4 home videos
- 2 GB internal memory (save up to 4000 2MP photos)<sup>15</sup>
- Multi card/USB slots (MS, MSDuo, SD, SDHC, USB flash drive)
- USB mini B for PC connection and transfers<sup>12</sup>
- Listen to your movies in clear, pleasant stereo sound
- Playback Sweep Panorama™ images taken by Sony® cameras



### DPF-XR100

- Display your photos on the 10.2" WSVGA LCD (16:10)
- TruBlack™ Technology adds more contrast to photos and reduces reflections
- View AVCHD™/MP4 home videos
- Wide view angle
- 2 GB internal memory (save up to 4000 2MP photos)<sup>15</sup>
- Multi card/USB slots (MS, MSDuo, SD, SDHC, USB flash drive)
- USB mini B for PC connection and transfers<sup>12</sup>
- Listen to your movies in clear, pleasing stereo sound
- Playback Sweep Panorama™ images taken by Sony® cameras



## Display your creativity



### DPF-D1010

- Display your photos on the 10" WVGA LCD (16:10)
- Remote control
- LED backlight
- 128 MB internal memory (save up to 200 2MP photos)<sup>15</sup>
- Multi card/USB slots (MS, MS Duo, SD, SDHC)<sup>13</sup>
- USB mini B for PC connection and transfers<sup>12</sup>



### DPF-D810

- Display your photos on the 8" SVGA LCD (4:3)
- Remote control
- LED backlight screen
- 128 MB internal memory, enough for up to 150 2MP photos<sup>15</sup>
- Variety of slide show and transition options
- Multi card/USB slots (MS, MS Duo, SD, SDHC)<sup>13</sup>
- USB mini B for PC connection and transfers<sup>12</sup>



### DPF-D1020

- Display your photos on the 10" WVGA LCD (16:10)
- View your motion jpg home videos
- LED backlight
- 2 GB internal memory (save up to 4000 2MP photos)<sup>15</sup>
- Multi card/USB slots (MS, MS Duo, SD, SDHC)<sup>13</sup>
- USB mini B for PC connection and transfers<sup>12</sup>



### DPF-D820

- Display your photos on the 8" SVGA LCD (4:3)
- Remote control
- View your motion jpg home videos with audio
- 2 GB internal memory (save up to 4000 2MP photos)<sup>15</sup>
- Variety of slide show and transition options
- Multi card/USB slots (MS, MS Duo, SD, SDHC)<sup>13</sup>
- USB mini B for PC connection and transfers<sup>12</sup>

## Display your creativity



### DPF-D830

- Display your photos on the 8" SVGA LCD (4:3)
- View your motion jpg home videos with audio
- Battery operated for portability
- 2 GB internal memory (save up to 4000 2MP photos)<sup>15</sup>
- Remote control
- Variety of slide show and transition options
- USB mini B for PC connection and transfers<sup>12</sup>



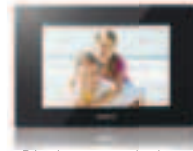
### DPF-D710

- Display your photos on the 7" WVGA LCD (16:10)
- Remote control
- LED backlight
- Variety of slideshows with your choice of transitions
- 128 MB internal memory (save up to 200 2MP photos)<sup>15</sup>
- Multi card/USB slots (MS, MS Duo, SD, SDHC)<sup>13</sup>
- USB mini B for PC connection and transfers<sup>12</sup>



### DPF-A710

- Display your photos on the 7" WQVGA LCD (16:10)
- Remote control
- LED backlight
- Multi card slots (MS, MS Duo, SD, SDHC)<sup>13</sup>
- Variety of slideshows with your choice of transitions
- 128 MB internal memory (save up to 250 2MP photos)<sup>15</sup>



### DPF-D95

- Display your photos on the 9" WVGA LCD (16:10)
- Remote control
- LED backlight
- 256 MB internal memory (save up to 500 2MP photos)<sup>15</sup>
- Multi card/USB slots (MS, MS Duo, SD, SDHC, xD)<sup>13</sup>
- USB mini B for PC connection and transfers<sup>12</sup>

ACCESSORY	W510	W530
Spare Battery Pack	NP-BN1	NP-BN1
Travel Charger	BC-TRN	BC-TRN
Accessory Kit	ACC-CTBN	ACC-CTBN
Carrying Case	LCS-TWK LCS-CSZ	LCS-CSU LCS-CSW
Marine Pack	-	-
Memory Stick PRO Duo™ media	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B
Secure Digital media	Compatible	Compatible
Memory Stick® with TransferJet™ technology	-	-
TransferJet™ Station	-	-
HD Output Cable	-	-
GPS Unit	GPS-CS3KA	GPS-CS3KA
Party-Shot™ dock	-	-
Tripods	VCT-R640 VCT-R100	VCT-R640 VCT-R100

W560	W570	WX9	WX10
NP-BN1	NP-BN1	NP-BN1	NP-FG1
BC-TRN	BC-TRN	BC-TRN	BC-TRN
ACC-CTBN	ACC-CTBN	ACC-CTBN ACC-HDBN	ACC-HDFG
LCS-CSVA LCS-CSZ	LCS-TWK LCS-CSU	LCS-TWK LCS-CSU	LCS-CSU LCS-CSW
MPK-WF	MPK-WG	-	-
MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B
Compatible	Compatible	Compatible	Compatible
-	MS-JX8G	MS-JX8G	MS-JX8G
-	TJS-1	TJS-1	TJS-1
VMC-MD3, VMC-MHC3	VMC-MD3, VMC-MHC3	VMC-MD3, VMC-30MHD, /15MHD	VMC-MD3, VMC-30MHD, /15MHD
GPS-CS3KA	GPS-CS3KA	GPS-CS3KA	GPS-CS3KA
IPT-DS2	IPT-DS2	IPT-DS2	IPT-DS2
VCT-R640 VCT-R100	VCT-R640 VCT-R100	VCT-R640 VCT-R100	VCT-R640 VCT-R100





ACCESSORY	T110	TX10
Spare Battery Pack	NP-BN1	NP-BN1
Travel Charger	BC-TRN	BC-TRN
Accessory Kit	ACC-CTBN	ACC-CTBN ACC-HDBN
Carrying Case	LCS-CSZ LCS-CSU	LCS-THQ LCS-CSW
Marine Pack	MPK-THJ	MPK-THK
Memory Stick PRO Duo™ media	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B
Secure Digital media	Compatible	Compatible
Memory Stick® with TransferJet™ technology	MS-JX8G	MS-JX8G
TransferJet™ Station	TJS-1	TJS-1
HD Output Cable	VMC-MD3 VMC-MHC3	VMC-MD3
GPS Unit	GPS-CS3KA	GPS-CS3KA
Party-Shot™ dock	-	-
Tripods	VCT-R640 VCT-R100	VCT-R640 VCT-R100



TX100V	H70/HX7V	HX9V	HX100V
NP-BN1	NP-FG1	NP-FG1	NP-FH50
BC-TRN	BC-TRN	BC-TRN	BC-TRV
ACC-CTBN ACC-HDBN	ACC-HDFG (HX7V only)	ACC-HDFG	-
LCS-TWK LCS-CSZ	LCS-HH LCS-CSU	LCS-HH LCS-CSU	LCS-HG
-	-	-	-
MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B	MSMT4G/TQ, /2G/TQ MSHX32B, /16B, /8B
Compatible	Compatible	Compatible	Compatible
MS-JX8G	MS-JX8G	MS-JX8G	MS-JX8G
TJS-1	TJS-1	TJS-1	TJS-1
VMC-MD3 VMC-MHC3	VMC-MD3	VMC-MD3	VMC-MD3 VMC-30MHD, /15MHD
GPS-CS3KA	GPS-CS3KA	GPS-CS3KA	GPS-CS3KA
IPT-DS2	IPT-DS2	IPT-DS2	-
VCT-R640 VCT-R100	VCT-R640 VCT-R100	VCT-R640 VCT-R100	VCT-R640 VCT-R100





# 2011 Sony® Digital Still Camera FEATURE CHART

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

GENERAL	
	Imaging Sensor (Super HAD™ CCC = SH CCD, Exmor™ CMOS = E CMOS)
	Resolution
OPTICS	
	Lens (Sony lens = Sony, Sony G Lens = G Lens, Carl Zeiss Vario Tessar = Zeiss)
	Optical Zoom
	Focal length (35mm equivalent)
LCD DISPLAY	
	LCD Type
DRIVE SYSTEM	
	Burst Mode at Full Res
ADVANCED FEATURES	
	Embedded GPS
	Sweep Panorama™ mode
	iSweep Panorama mode
	3D Sweep Panorama mode
	3D Still Image
	Image Stabilization
	Background Defocus
	Superior Auto
	Tracking Focus
RECORDING	
	Video Format
INTERFACE	
	USB Charging

			
W510	W530	W560	W570
SH CCD	SH CCD	SH CCD	SH CCD
12.1MP	14.1MP	14.1MP	16.1MP
Sony	Zeiss	Zeiss	Zeiss
4x	4x	4x	5x
26-105mm	26-105mm	26-105mm	25-125mm
2.7" Clear Photo™	2.7" Clear Photo	3.0" Clear Photo	2.7" Clear Photo
1.17 fps	1 fps	1.1 fps	1 fps
-	-	-	-
✓	✓	✓	✓
-	-	-	-
-	-	-	-
-	-	-	-
Digital	Digital	Optical	Optical
-	-	-	-
-	-	-	-
-	-	✓	✓
VGA / QVGA	VGA / QVGA	1280x720	1280x720
-	-	-	-

				
WX9	WX10	T110	TX10	TX10V
"Exmor R" CMOS	"Exmor R" CMOS	SH CCD	"Exmor R" CMOS	"Exmor R" CMOS
16.2MP	16.2MP	16.1MP	16.2MP	16.2MP
Zeiss	G Lens	Zeiss	Zeiss	Zeiss
5x	7x	4x	4x	4x
25-125mm	24-168mm	25-100mm	25-100mm	25-100mm
3.0" Xtra Fine LCD™	2.8" Clear Photo LCD Plus™	3.0" Clear Photo LCD Plus	3.0" Xtra Fine LCD	3.5" OLED display w/TriuBlack™ Technology
10 fps	10 fps	1 fps	10 fps	10 fps
-	-	-	-	✓
-	-	✓	-	-
✓	✓	-	✓	✓
✓	✓	-	✓	✓
✓	✓	-	✓	✓
Optical	Optical	Optical	Optical	Optical
✓	-	-	-	-
✓	✓	-	✓	✓
✓	✓	✓	✓	✓
1920x1080	1920x1080	1280x720	1920x1080	1920x1080
✓	✓	✓	-	✓

			
H70	HX7V	HX9V	HX100V
SH CCD	E CMOS	*Exmor R™ CMOS	*Exmor R™ CMOS
16.1MP	16.2MP	16.2MP	16.2MP
G Lens	G Lens	G Lens	Zeiss
10x	10x	16x	30x
25-250 mm	25-250mm	24-384mm	27-810mm
3.0" Clear Photo	3.0" Xtra Fine LCD	3.0" Xtra Fine LCD w/ TruBlack™	3.0" Xtra Fine LCD w/ TruBlack
1 fps	10 fps	10 fps	10 fps
-	✓	✓	✓
✓	-	-	-
-	✓	✓	✓
-	✓	✓	✓
-	✓	✓	✓
Optical	Optical	Optical	Optical
-	✓	✓	✓
-	✓	✓	✓
✓	✓	✓	✓
1280x720	1920x1080	1920x1080	1920x1080
-	✓	✓	✓

Megapixel	Image size	Memory Stick PRO Duo™ Media, SD/SDHC <sup>15</sup>					
		1 GB	2 GB	4 GB	8 GB	16 GB	32 GB
16M	4,608 x 3,456	165	335	670	1,350	2,700	5,400
10M	3,648 x 2,736	210	430	860	1,700	3,450	7,000
5M	2,592 x 1,944	360	730	1,450	2,950	5,900	11,500
VGA	640 x 480	4,800	9,600	19,000	38,500	40,000	40,000
16:9 (12M)	4,608 x 2,592	175	355	710	1,400	2,850	5,700
16:9 (2M)	1,920 x 1,080	1,050	2,100	4,250	8,600	17,000	34,500
Panorama	7,152 x 1,080	280	560	1,100	2,250	4,550	9,200
Panorama	4,912 x 1,080	375	760	1,500	3,050	6,100	12,000
Panorama	4,912 x 1,920	220	450	900	1,800	3,650	7,300
Panorama	3,424 x 1,920	275	560	1,100	2,250	4,550	9,100
Panorama HR	10,480 x 4096	66	130	265	540	1,050	2,150
Multi Angle	1,920 x 1,080	112	220	450	910	1,820	3,600
3D Still Image 16M	4,608 x 3,456	55	110	220	450	900	1,800
3D Still Image 16:9 (12M)	4,608 x 2,592	59	115	235	475	960	1,900

REFERENCE TABLES

RECORDING CAPACITY (Approximate)<sup>14</sup>

Video Format	Resolution	1 GB <sup>15</sup>	2 GB <sup>15</sup>	4 GB <sup>15</sup>	8 GB <sup>15</sup>	16 GB <sup>15</sup>	32 GB <sup>15</sup>
AVCHD 24M FX	1920 x 1080 / 60i	5 min 0 sec	10 min 0 sec	20 min 0 sec	40 min 0 sec	1 hr 30 min 0 sec	3 hr 0 min 0 sec
AVCHD 17M FH	1920 x 1080 / 60i	7 min 0 sec	10 min 0 sec	30 min 0 sec	1 hr 0 min 0 sec	2 hr 0 min 0 sec	4 hr 5 min 0 sec
AVCHD 9M HQ	1440 x 1080 / 60i	10 min 0 sec	25 min 0 sec	50 min 0 sec	1 hr 45 min 0 sec	3 hr 35 min 0 sec	7 hr 20 min 0 sec
MP4 12M	1440 x 1080	9 min 0 sec	20 min 0 sec	40 min 0 sec	1 hr 20 min 0 sec	2 hr 45 min 0 sec	5 hr 30 min 0 sec
MP4 6M	1280 x 720	15 min 0 sec	35 min 0 sec	1 hr 15 min 0 sec	2 hr 40 min 0 sec	5 hr 20 min 0 sec	10 hr 50 min 0 sec
MP4 3M VGA	640 x 480	35 min 0 sec	1 hr 10 min 0 sec	2 hr 25 min 0 sec	4 hr 55 min 0 sec	10 hr 55 min 0 sec	20 hr 0 min 0 sec

BATTERY STAMINA<sup>16</sup>

	Battery Type	Approximate Number of Minutes	Approximate Number of Still Images
DSC-W510	NP-BN1	110	220
DSC-W530	NP-BN1	125	250
DSC-W560	NP-BN1	115	230
DSC-W570	NP-BN1	110	220
DSC-WX9	NP-BN1	105	210
DSC-WX10	NP-FG1	180	360
DSC-T110	NP-BN1	115	230
DSC-TX10	NP-BN1	125	250
DSC-TX100V	NP-BN1	110	220
DSC-H70	NP-FG1	145	290
DSC-HX7V	NP-FG1	150	300
DSC-HX9V	NP-FG1	150	300
DSC-HX100V	NP-FH50	205	410

- Mac OS® not supported. Compatible with iMovie® '09 or later.
- Requires PC with internet. Windows® XP SP3 64-bit and Starter Edition and Windows Vista® Starter Edition not supported. Firmware update required for Mac OS® compatibility.
- Records in 29 minute segments.
- 3D viewing requires 3D HDTV, HDMI™ cable (at least 10.2 Gbps) and active 3D glasses (all sold separately).
- TransferJet™ enabled media (sold separately) and TransferJet technology required in both devices.
- HD viewing requires HD output adapter cable VMC-MD3 (sold separately) and HDTV with equivalent display capability.
- When using movie mode Memory Stick PRO Duo with MARK2 logo, Memory Stick PRO-HG, Class 4 or higher for SD/SDHC/SDXC media are recommended.
- Requires TransferJet dongle (sold separately) for transfer to TV or digital photo frame.
- Play back AVCHD™ media on Blu-ray Disc™ players, PlayStation®3 systems or PC with supplied software. AVCHD media should not be used in standard DVD players because it may fail to eject disc or erase its contents without warning.
- This camera has waterproof certified to IEC60529 IPX8 standard, shock-proof Certified to MIL-STD-810F Method 516.5-Shock, dustproof certified to IEC 60529 IP5X standard, and can operate in temperatures between 14 degrees Fahrenheit (-10 degrees Celsius) and 104-degrees Fahrenheit (40 degrees Celsius).
- Map service requires PC with internet and supplied software. Service provided by Google and is subject to change without notice.
- USB input requires USB cable, sold separately.
- Some cards require an adaptor, sold separately.
- Capacity will vary based on type and complexity of image recorded.
- 1 GB equals one billion bytes. A portion of the total storage is used for data management functions. Numbers are approximate and may vary. (Approx. available storage is 240 GB=238 GB, 160 GB=158 GB, 120 GB=119 GB, 80 GB=79.3 GB, 64GB=62.8GB, 32 GB=30 GB, 16 GB=15.5 GB, 4 GB=3.86 GB.)
- Actual results may vary based on product settings, usage patterns and environmental conditions. Battery capacity decreases over time and use.
- Still image size may be lower resolution when captured in movie mode.



Please visit the online training guide at  
[www.cyberscholar.com](http://www.cyberscholar.com)

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