SONY

Press Release

Sony Presents the Cyber-shot H Series' New Addition with Innovative Sweep Panorama Mode
The pioneering DSC-HX1 is the first compact camera to feature Sony's exclusive Exmor™ CMOS Sensor and BIONZ™ imaging processor for high-speed continuous shooting of up to 10 fps

Hong Kong, March 3, 2009 – Sony Corporation of Hong Kong Limited expands its Cyber-shot H Series to include the revolutionary DSC-HX1 and successor model DSC-H20. The DSC-HX1 features several pioneering features in imaging technology, and is the world's first digital still camera to feature continuous high-speed shooting of 9.1 megapixel images at bursts of up to 10 frames per second (fps), ensuring every precious moment is captured. It is also the first Cyber-shot equipped with Sony's Alpha D-SLR f/2.8-5.2 G lens, enabling a magnificent zoom range of 28 to 560 mm, upgrading regular shots to D-SLR standards. The DSC-H20 also offers professional-grade clarity to users with its retractable Carl Zeiss Vario-Tessar® lens that ranges from a 2 cm macro to a 10x optical telescopic zoom, as well as its new Intelligent Auto (iAUTO) mode.

Equally capable of capturing high-quality video, the DSC-HX1 is the first Cyber-shot to boast 1440 x 1080p high definition (HD) movie recording at 30 fps, while the DSC-H20 is equipped with 720p HD movie capture and playback functions.

Cyber-shot DSC-HX1

Integrating Sony's exclusive Exmor™ CMOS Sensor with the ultra fast BIONZ imaging processor, the DSC-HX1 combines high-speed continuous shooting of up to 10 fps with a 9.1-megapixel resolution, delivering outstanding colour reproduction and minimised noise. Reproducing one of the advantages of

Sony's Alpha D-SLR cameras, the DSC-HX1 also features the renowned G Lens with extended zoom range for greater user flexibility when taking long-distance shots. Working in tandem with the Exmor™ CMOS Sensor and BIONZ imaging processor, the outstanding f/2.8-5.2 G Lens delivers superb image quality by minimising chromatic irregularity and producing beautiful background blurs.

The camera also features a new Sweep Panorama function that enables the easy capture of breathtaking panoramic scenes by automatically combining individual photos shot at high speed. With the Panorama setting, users can simply select and swing the camera in the desired direction (up/down/right/left) to create stunning landscape images.

Representing a hallmark achievement for Cyber-shot, the DSC-HX1 is also the first model to offer 1080/30p HD movie shooting[1]. Working with the extended zoom range on the H Series, the new movie recording function offers a wide range of composition possibilities from wide-angle to super telephoto. The DSC-HX1 also employs a high quality, high compression MPEG-4 AVC/H.264 movie format, allowing for easy playback on a **BRAVIA** HD LCD TV via an HDMI cable. Moreover, the PHOTOMUSIC feature lets users easily create slideshows that combine music files with still images and videos.

The design is substantially improved with the same flexible 3.0-inch Clear Photo LCD Plus display that can be tilted for viewing, making it easier for users to shoot high- and low- angle photos.

The camera also features two new shooting modes: The Hand-held Twilight mode lets users shoot twilight scenes without a tripod, while Anti Motion Blur prevents subject blur even in low-light conditions.

Camera operation has been vastly simplified with the DSC-HX1's new jog dial. When shooting in manual mode, settings for ISO, shutter speed, aperture and EV compensation can all be easily adjusted via the jog dial.

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[1]   1440 x 1080 pixels at 30 fps

Cyber-shot DSC-H20

Made for high-quality performance, the 10.1-megapixel DSC-H20 features not only a compact chassis, but Sony's exclusive 1/2.3-type Super HAD CCD image sensor as well. Smooth, rich colour reproduction is ensured, even when images are printed in A3 or larger. The DSC-H20 is also equipped with a retractable Carl Zeiss Vario-Tessar® lens that covers a wide range from 2 cm macro to 10x optical telescopic zoom, offering astonishing clarity for such a compact camera. Like the DSC-HX1, the DSC-H20 integrates the high-speed, high-quality BIONZ imaging processor, delivering images that are sharp and high in resolution. When shooting in dimly lit environments, users can also adjust for a higher maximum ISO setting which, combined with the Dynamic Range Optimiser, delivers improved image quality, reduced noise and outstanding true colour reproduction.

Compared to its predecessor DSC-H10, the DSC-H20 ups the ante with new features such as the Intelligent Auto mode, HD movie recording and Gourmet mode. By activating the new Intelligent Auto mode via the camera's mode dial, optimal scene settings are automatically determined through Intelligent Scene Recognition. Users can choose from eight settings ranging from Backlight to Twilight, allowing the capture of crisp, clear images even under difficult filming conditions without the need to tinker with difficult settings. For those moments that demand to be captured on video, the DSC-H20 features HD 1280x720p video-capture at 30 fps. As with the DSC-HX1, movies are saved in the high quality, high-compression MPEG-4 format, so users can easily share their favourite moments with family and friends. And for those connoisseurs who love to photograph food, the newly added Gourmet mode can be found via Convenient Scene Selection, ensuring mouth watering food will always look as good as it tastes.

Superior Image Capture with New H Series

Incorporating all the benefits of the Cyber-shot range, the new H Series models ensure sharp, clear images with the popular Double Anti-blur Solution: Optical SteadyShot™ image stabilizser and ISO 3200. Additionally, the cameras feature Improved Face Detection and Smile Shutter technology that automatically adjusts focus, exposure and white balance settings to accurately capture the smiles and faces you choose. New advancements in this area include Face Motion Detection and Selected-face

Memory technology; the former reduces blur in the subject's face while the latter registers faces and optimizses camera settings even when the subject leaves the frame and the camera remembers the face.

For easy editing, the H Series models are equipped with in-camera retouching functions to allow red-eye correction and simple cropping. Bundled with the cameras is Picture Motion Browser, Sony's image management software. It enables the easy organizsation and playback of your movies and still images. The highlight index function displays video footage thumbnails for easy search and playback, and the Filter by Faces function makes it easy to search through pictures for one particular person by identifying facial features and conducting a search for similar faces, ensuring fun, hassle-free picture management.

The new additions to the Cyber-shot H Series will be available in mid-April 2009. The DSC-HX1 retails for $3,990 and the DSC-H20 for $2,590.

Order Now
From 16 March to 12 April 2009, customers who purchase the DSC-HX1 will receive a LCS-HE carrying case and an 8GB Memory Stick Duo™ free of charge. In addition, customers can choose one of the following offers: 1) a NP-FH50 battery for an additional HK$150, 2) a GPS unit for an additional HK$580, 3) offers 1 and 2 for $730, or 4) a VCL-DH1757 tele lens for an additional $900.

For customer enquiries, please contact Sony's 24-hour customer service hotline at (852) 2345-2966.

About the Hong Kong Marketing Company

The Hong Kong Marketing Company (HKMC) is a division of the Sony Corporation of Hong Kong Limited. It provides sales, marketing and after-sales services for Sony's consumer electronics products as well as its broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit www.sony.com.hk.

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Specification Sheet for Cyber-shot DSC-HX1

Basic Specifications	
Number of Pixels	Approx. 10.3 mega pixels (gross) Approx. 9.1 mega pixels (effective)
Image Sensor	1/2.4-type Exmor CMOS Sensor
Processor	BIONZ™ Imaging Processing Engine
Scan System	Interlace Scan
Total Zoom Magnification	Optical Zoom (with Digital Zoom Off): 20x
	Smart Zoom(VGA): 108x
	Precision Digital Zoom(with Optical Zoom): 40x
Optical Zoom during Movie Recording	Yes
Lens	G Lens
F-number	F2.8(W) - 5.2(T)
Focal Length	f = 5.0 - 100.0mm (28-560mm (35mm equivalent))
Focus Range (from the front of the lens)	Auto = W: Approx.1cm ~ ∞, T: Approx.150cm ~ ∞ Macro AF = W: Approx. 1cm ~ ∞, T: Approx. 150cm ~ ∞
Internal Memory	11MB
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo* *No Speed Advantage*
LCD	Type: TFT LCD Size: 3.0type Aspect ratio: 4:3 Number of dots: 230K dots Colour Reproduction (NTSC Ratio): over 65% LCD system: Clear Photo LCD Plus Tilting Type
Finder	Electronic
Stamina	Approx. 400 images (LCD off)
Interface	Type2d, AV(SD/HD) / USB(USB2.0 Hi-Speed), DC IN
Main Features	
Shooting Mode	Intelligent Auto Program Auto Shutter Speed Priority Aperture Priority Manual Movie Scene Selection (High Sensitivity/ Portrait/ Advanced Sports Shooting/ Landscape/Twilight Portrait/ Twilight/ Gourmet/ Beach/ Snow/ Fireworks) Sweep Panorama Hand-held Twilight Anti Motion Blur

	Easy
Still Image: Number of Recorded Pixels	9M (3,456 x 2,592) 3:2, 8M (3,456 x 2,304) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9, 2M(1,920 x 1,080) /16:9, 6M(3,456 x 1,944) VGA (640 x 480) Sweep Panorama (7,152 x 1,080) / (4,912 x 1,080) / (4,912 x 1,920) / (3,424 x 1,920)
Movie Recording Mode	1,440 x 1,080 (Fine) — Approx.30fps 1,440 x 1,080 (Standard) — Approx.30fps 1,280 x 720 — Approx.30fps VGA — Approx.30fps
Focus Mode	Multi point AF(9 points) / Centre-weighted AF / Flexible Spot AF / Semi Manual Focus / Manual Focus
AF Mode	Intelligent AF
Light Metering Mode	Multi Pattern / Centre-weighted / Spot
D-range Optimizer	Standard / Plus / Off
Shutter Speed	Auto (1/4-1/4000) / Program Auto (1"-1/4000) / Manual(30"-1/4000) / Shutter Speed Priority (30"-1/4000) / Aperture Priority (8"-1/2000)
ISO Sensitivity (REI)	Auto / 125 / 200 / 400 / 800 / 1600 / 3200
EV Adjustment	From +2.0 to -2.0, 1/3 step/ EV bar display
Image Stabilizer	Yes (Optical SteadyShot^{TM})
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent1 / Fluorescent2 / Fluorescent3 / Incandescent / Flash / One Push
Underwater White Balance Mode	Auto / Underwater1/ Underwater2
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro
Red Eye Reduction	Auto / On / Off
Flash Range	ISO Auto: Approx.0.08 - 4.3m (W) / Approx.0.5 - 3.4m (T), ISO3200: up to Approx.8.6m (W) / Approx.6.8m (T)
Pre Flash	Yes
Face Detection	Mode: Off / Auto / Child Priority / Adult Priority Max. number of detectable faces: 8 Shooting mode: Intelligent Auto / Program Auto / Shutter Speed Priority / Aperture Priority / Manual / Scene Selection (High Sensitivity/ Portrait/ Twilight Portrait/ Beach/ Snow) / Hand-held Twilight / Anti Motion Blur / Easy
Colour Mode	Normal / Vivid / Real / Sepia / B&W
Burst Mode	Yes: High Speed Burst (High/Mid/Low), BRK(EV / White Balance / Colour Mode)
Number of Shots at Burst Mode	10
Auto Bracketing	AE (±0.3EV / 0.7EV / 1.0EV)

Recording File Format	DCF (Design rule for Camera File System)Ver. 2.0 DPOF (Digital Print Order Format)Ver. 1.1
Movie File Format	JPEG (Exif Ver. 2.21, MPF Baseline) / MPEG-4 AVC/H.264
Zoom Magnification of Playback Mode	8x

Other Features

- PHOTOMUSIC (Simple, Nostalgic, Stylish, Active)
- In-Camera Retouching (Trimming, Red Eye Correction, Unsharp Masking, Soft Focus, Partial Colour, Fisheye, Cross Filter, Radial Blur, Retro, Happy Faces)
- Multi Resizing (HD/WEB)
- Filter Kit
- Bracket Set
- NR Level Setting
- Colour mode "Real"
- MENU
- Burst/BRK button
- FOCUS button
- Custom button
- Jog Dial
- Delete button
- Stereo Microphone
- Function Guide (On/Off)
- Auto Daylight Synchro
- Self Timer (2sec/10sec)
- Grid Line
- Auto Review
- Auto Orientation (On/Off)
- Hand Shake Alert
- DPOF
- PictBridge (USB DirectPrint)
- USB Mode: Auto / Mass Storage / PTP MTP/ PictBridge /
- Multi Terminal(Type2d): AV out (SD/HD) / USB (USB2.0 High-Speed)
- DC IN
- Memory Stick™ Duo Slot
- Tripod Receptacle
- InfoLITHIUM™ NP-FH50 Compatible

Dimensions & Weight

- Size: 114.5 (W) x 82.8 (H) x 91.8 (D)mm
- Weight: 453g (Weight without the battery and the media) / 504g (Weight with the battery and the media)

Supplied Accessory

- LITHIUM ION Battery NP-FH50
- Battery Charger BC-VH1
- Multi Cable (USB / AV-out)
- Shoulder Strap
- PC Application Software: Picture Motion Browser (Ver. 4.2.11)

[1] No memory stick and adapter is included
[2] HD Output Adapter cable is not included

Specification Sheet for Cyber-shot DSC-H20

Basic Specifications	
Number of Pixels	Approx. 12.4 mega pixels (gross) Approx. 10.1 mega pixels (effective)
Image Sensor	1/2.3-type Super HAD CCD
Processor	BIONZ™ Imaging Processing Engine
Scan System	Interlace Scan
Total Zoom Magnification	Optical Zoom (with Digital Zoom Off): 10x
	Smart Zoom (VGA): Approx. 57x
	Precision Digital Zoom (with Optical Zoom): Approx. 20x
Optical zoom during Movie Recording	Yes
Lens	Carl Zeiss Vario-Tessar®
F-number	F3.3(W) - 5.2(T)
Focal Length	f = 6.3 - 63.0mm (38-380mm (35mm equivalent))
Focus Range (from the front of the lens)	W : Approx. 2cm - ∞ / T : Approx. 90cm - ∞ Macro AF = W : Approx. 2cm - ∞ / T : Approx. 90cm - ∞
Internal Memory	11MB
Recording Media	Memory Stick™ Duo / Memory Stick™ PRO Duo / Memory Stick™ PRO Duo (High Speed)* / Memory Stick™ PRO-HG Duo *No Speed Advantage
LCD	Type: Hybrid TFT LCD Size: 3.0 type Aspect ratio: 4:3 Number of dots: 230K dots Colour Reproduction (NTSC Ratio): over 65% LCD system: Clear Photo LCD plus
Stamina	Approx. 290 image
Body Material	Plastic
Interface	Multi-use terminal (Type2b): AV (SD/HD) / USB (USB2.0 High-Speed)
Main Features	
Shooting Mode	Auto Easy Program Auto Manual ((W) F3.5 or F8.0, (T) F4.4 or F10, 30-1/2000sec) Scene Selection (Smile Shutter / High Sensitivity / Soft Snap / Landscape / Twilight Portrait / Twilight / Gourmet / Beach / Snow / Fireworks / Underwater)
Still Image: Number of Recorded Pixels	10M (3,648 x 2,736) 3:2, 8M (3,648 x 2,432) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9, 2M (1,920 x 1,080) 16:9, 7M(3,648 x 2,056)

	VGA (640 x 480)
Movie Recording Mode	720 Fine: 1280 x 720, Approx. 30 frame/sec., 9Mbps
	720 Standard: 1280 x 720, Approx. 16.6 frame/sec., 6Mbps
	VGA: 640 x 480, Approx. 8.3 frame/sec., 3Mbps
Focus Mode	Multi point AF(9 points) / Centre-weighted AF / Spot AF / Semi Manual Focus (0.5m/ 1.0m/ 3.0m. 7.0m/ Unlimited Distance)
AF Mode	Intelligent AF
Light Metering Mode	Multi Pattern / Centre-weighted / Spot
D-range Optimizer	Standard / Plus / Off
Shutter Speed	Auto (1/4-1/1600) / Program auto(1"-1/1600) / Manual (30-1/2000)
ISO Sensitivity (REI)	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200
EV Adjustment	From +2.0 to -2.0, 1/3 step/ EV bar display
Image Stabilizer	Yes (Optical SteadyShot^{TM})
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent1 / Fluorescent2 / Fluorescent3 / Incandescent / Flash
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro
Red Eye Reduction	Auto / On / Off
Flash Range	ISO Auto: Approx. 0.2 - 7.0m (W) / Approx. 0.9 - 5.5m (T), ISO3200: up to Approx. 14.0m (W) / Approx. 11.1m (T)
Pre Flash	Yes
Face Detection	Mode: Off / Auto / Child Priority / Adult Priority
	Max. number of detectable faces: 8
	Shooting mode: Auto, P Auto, Scene Selection (High Sensitivity / Soft Snap / Twilight Portrait / Snow / Beach)
Colour Mode	Normal / Vivid / Sepia / B&W
Burst Mode	Yes
Number of Shots at Burst Mode	100
Auto Bracketing	AE (±0.3EV / 0.7EV / 1.0EV)
Recording File Format	DCF (Design rule for Camera File System) Ver. 2.0 DPOF (Digital Print Order Format)Ver. 1.1
Movie File Format	JPEG (Exif Ver.2.21, MPF Baseline) / MPEG-4 Visual
Zoom Magnification of Playback Mode	8x

Other Features

- PHOTOMUSIC (HD slideshow with music): Simple / Nostalgic / Stylish / Active
- In-Camera Retouching: Happy Faces / Unsharp masking / Radial Blur / Retro / Soft Focus / Fisheye Lens / Cross Filter / Partial Colour / Red Eye Correction / Trimming
- Multi Resizing (HD/WEB)
- MENU button
- Delete button

- Smile button
- W/T (playback) zoom lever
- Function Guide
- Auto Daylight Synchro
- Self Timer (2sec/10sec)
- Grid Line
- Auto Review (2sec.)
- Auto Orientation (On / Off)
- Hand Shake Alert
- PictBridge（USB Direct Print）
- USB Mode: Auto / Mass Storage / PictBridge / PTP,MTP
- Multi Terminal (Type2b): AV out(SD/HD) / USB (USB 2.0 High-Speed) / DC-in
- Memory Stick™ Duo Slot
- Tripod Receptacle
- InfoLITHIUM™ Battery NP-FG1 Compatible

Dimensions and Weight

- Size: 107.3 (W) x 68.7 (H) x 47.1 (D) mm
- Weight: 250g (Weight without the battery and the media) / 279g (Weight with the battery and the media)

Supplied Accessories

- Lithium ION Battery NP-BG1
- Battery Charger BC-CSG
- Multi Cable (USB / AV-out)
- Lens Cap
- Wrist Strap
- PC Application Software: Picture Motion Browser (Ver. 4.2.02)

[1] No memory stick and adapter is included.

[2] HD Output Adapter cable is not included.