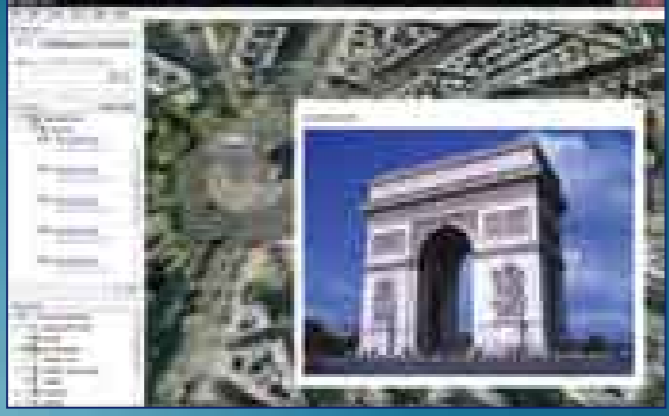




Integrated GPS (HX5V only)

Enhance your memories with pictures and maps. The HX5 comes equipped with GPS to enable you to tag the location of your photos and help identify your current direction, making this the perfect camera for short or long distance travels. GPS tagged photos are identified with pinpoints to enable easy recall of your journey and fun sharing with friends via online sites such as Google maps or via Bravia TV.



Full high definition movie 1080

Take HD movie recording to the next level with AVCHD. Enjoy the amazing life-like images and be impressed by the vivid colours and details of every scene. Utilising high-quality MPEG-4 AVC/264 compression, which is twice as efficient in compressing data as the MPEG-2/MPEG-4 formats, you can capture stunning full HD videos at 1920 x 1080 with your Cyber-shot HX5V. Watch your movies come alive with the ultra-realism of AVCHD.

To start recording AVCHD full HD movies, turn the Mode Dial to Movie mode to instantly switch between phone and movie settings, making this feature remarkably easy and convenient.



This easy compatibility of AVCHD movies also helps expand post-shooting possibilities. Shoot, view, save and edit your photos or movies with ease. Conveniently create high quality AVCHD discs without a PC by plugging the Memory Stick PRO Duo directly into an optional DvDirect model (VRD-MC6). Or you can easily playback your movies on Playstation 3 and blu-ray Disc recorders as well as TVs and PCs. The captured video footage is also compatible with a whole host of software, making editing your movies a breeze. Experience the power of AVCHD movie capability with the Cyber-shot HX5V.



Water-proof

Whether you are hiking in a downpour, building sandcastles with the kids, surfing or snorkelling at the beach, the best photos are often ones you would normally miss for fear of damaging your camera. The new TX5 provides a stylish solution for this problem, being the world's smallest, slimmest waterproof, shockproof and dustproof digital still camera. Its stylish and compact design makes this a versatile camera

that looks just as at home in a restaurant or evening sandcastles with the kids, surfing or snorkelling at the beach, the best photos are often ones you would normally miss for fear of damaging your camera. The new TX5 provides a stylish solution for this problem, being the world's smallest, slimmest waterproof, shockproof and dustproof digital still camera. Its stylish and compact design makes this a versatile camera



Underwater Mode

	DSCS2000	DSCS2100	DSCW310	DSCW320	DSCW350	DSCW380	DSCWX5	DSCIX7	DSCHE5	DSCHX5V
Mega pixels	10.1	12.1	12.1	14.1	14.1	14.1	10.2	10.2	14.1	10.2
Lens/optical zoom	3x	3x	4x	ZEISS 4x	ZEISS 4x	G 5x	ZEISS 4x	ZEISS 4x	G 10x	G 12x
Smart zoom (VGA)	17x	18x	25x	27x	27x	33x	22x	22x	67x	57x
Wide angle lens	-	-	28mm	26mm	26mm	24mm	25mm	25mm	25mm	25mm
SteadyShot	SteadyShot	SteadyShot	SteadyShot	SteadyShot	SteadyShot	OPTICAL SteadyShot	OPTICAL SteadyShot	OPTICAL SteadyShot	OPTICAL SteadyShot	OPTICAL SteadyShot
Exmor R CMOS	-	-	-	-	-	-	Exmor R CMOS	Exmor R CMOS	-	Exmor R CMOS
Intelligent Auto	io	io	io	io	io	io	io	io	io	io
Easy Shooting mode	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sweep Panorama	-	-	-	Sweep Panorama	Sweep Panorama	Sweep Panorama	MultiShot Sweep Panorama	MultiShot Sweep Panorama	Sweep Panorama	MultiShot Sweep Panorama
High speed continuous shooting	-	-	-	-	-	-	10fps	10fps	-	10fps
GPS and Compass	-	-	-	-	-	-	-	-	-	GPS Compass
Self portrait timer	-	-	-	-	-	-	✓	✓	✓	✓
Face Detection Technology	Face Detection	Face Detection	Face Detection	Face Detection	Face Detection	Face Detection	Face Detection	Face Detection	Face Detection	Face Detection
Smile Shutter mode	Smile Shutter	Smile Shutter	Smile Shutter	Smile Shutter	Smile Shutter	Smile Shutter	Smile Shutter	Smile Shutter	Smile Shutter	Smile Shutter
Movie recording quality	VGA	VGA	VGA	VGA	HD Movie 720p	HD Movie 720p	Full HD 1080 AVCHD	Full HD 1080 AVCHD	HD Movie 720p	Full HD 1080 AVCHD
Optical zoom during movie recording	-	-	-	-	✓	✓	✓	✓	✓	✓
Stereo Audio Record	-	-	-	-	-	-	-	-	-	✓
Slideshow with music	-	-	-	-	-	-	-	-	-	✓
PMB software supplied	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LCD screen	2.5" clear photo LCD screen (230k dot)	3" clear photo LCD screen (230k dot)	2.7" clear photo LCD screen (230k dot)	2.7" clear photo LCD screen (230k dot)	2.7" clear photo LCD screen (230k dot)	2.7" clear photo LCD screen (230k dot)	3" touchscreen LCD screen (921k dot)	3" touchscreen LCD screen (921k dot)	3" clear photo LCD screen (230k dot)	3" clear photo LCD screen (230k dot)
Waterproof, dustproof, shockproof	-	-	-	-	-	-	-	-	-	-



SONY make.believe

Cyber-shot

Cyber-shot 2010

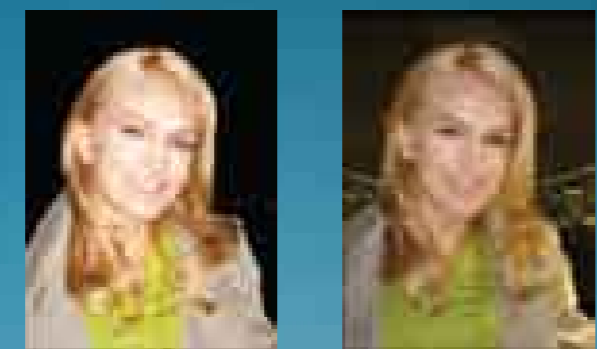


Intelligent Auto

You'd be surprised what it takes to get great photos. For example, capturing a natural-looking portrait at night, with a city lights backdrop:

- Face and low-light scene detected
- Pre-fires flash for metering then uses slow-sync to combine flash with slower shutter speed
- Correctly exposes subject and background
- Red-eye reduced
- Dynamic Range Optimiser activated to enhance contrast
- White balance metered from subject for natural colour

For example capture a natural looking portrait at night, with a city lights backdrop:



Standard Auto shooting mode Intelligent Auto mode



Wide angle lens

Capture more with the impressive wide angle zoom lenses ranging from 28mm to an ultra wide 24mm available on W, T and H Series Cyber-shots. Now you can take amazing sweeping images outdoors and superb group shots even in confined spaces.



With standard lens



With 24mm wide angle lens



Face Detection

Sony's Face Detection automatically determines the focus, exposure, white balance and even flash control on multiple faces in a single shot. It is lightning-fast and accurate, so that even individual red eye reduction and auto focus are optimised for pictures everyone will love.

When multiple faces are detected, Sony also has the Advanced Face Detection technology that cleverly distinguishes between child and adult faces. Select "Child Priority" or "Adult Priority" mode and let the camera adjust the focus, exposure and white balance for the faces you want to concentrate on.



Compatible with Memory Stick™ and SD / SDHC Memory Card

2010 Cyber-shot's are designed with a multi-media slot that is compatible with both Memory Stick™ and SD / SDHC memory cards, allowing you to select the type of memory card to use based on your convenience.



Built-in PMB portable software

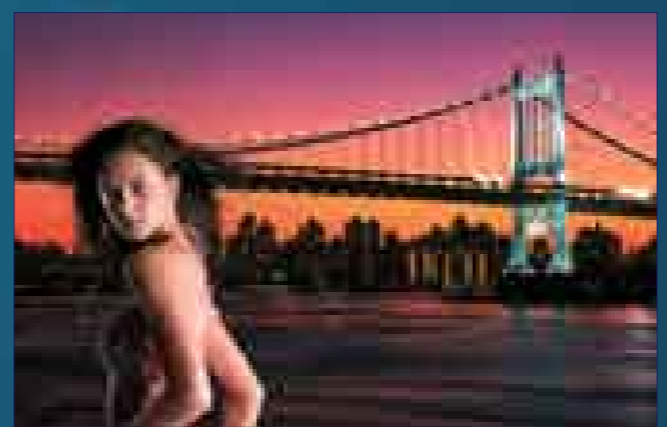
Connect the camera to an Internet-enabled PC using the enclosed USB cable, then open built-in PMB Portable. This convenient software lets users upload images directly from the camera to photo sharing

websites without having to first download them onto a PC. PMB Portable is compatible with both Windows and Macintosh.



Exmor R CMOS sensor

The powerful Exmor R CMOS sensor opens up a world of photographic possibilities. Capture amazing pictures effortlessly through innovative features like Sweep Panorama, Handheld Twilight, Anti Motion Blur, 10 fps High-speed Continuous Shooting and on TX7, HX5V and HX1 AVCHD Full HD Movie recording.



Intelligent sweep panorama

Enjoy beautiful panoramic shots with the innovative Intelligent Sweep Panorama mode. Sweep your camera horizontally to create stunning landscape shots, or vertically to capture tall objects like buildings or mountains. Photos are taken at 10 frames per second and automatically assembled to create a single breathtaking panoramic picture. Intelligent Sweep Panorama also recognises faces or subject movement automatically and cleverly stitches

the photos together to create a natural-looking panoramic shot.

Sweep your camera horizontally up to 258° and shoot images as wide as 7152 x 1080; or tilt it vertically up to 177° and capture images as tall as 4912 x 1920. Panoramic images can be viewed using a BRAVIA TV, S-frame, PC or PLAYSTATION®3.



10 frames per second, high-speed continuous shooting

Utilising a mechanical shutter to conveniently eliminate motion blur, you can capture 10 continuous frames per second at 10.2 Mega Pixels in an instant. This allows you to capture fast actions or a moving subject in a sequence of accurate shots.

This sequence of continuous shots are also grouped to simplify playback as the camera analyses each group in order to locate and display the best shot automatically.



Blur-free images

Sony Cyber-shot models are designed to help you take perfect photos in all conditions. Sony's High ISO (sensitivity) modes are designed to capture images using the fastest possible shutter speed, and are combined with digital and optical SteadyShot technology to eliminate the causes of blur.

Digital SteadyShot, featured on Sony's entry level Cyber-shot models, takes two consecutive images and digitally combines them, using only the sharpest portions of each image to create a final blur-free picture.

Optical SteadyShot, featured on the advanced models, uses a gyroscope and a special optical lens element which shifts to compensate for the tiniest hand movement, preventing hand-shake from spoiling your images.

