

Get the Cyber-shot that Fits You



Cyber-shot

Slim and Metallic Body

DSC-W630

Compact and User-Friendly

DSC-W610

16.1MP
CCD Sensor

5x
Optical Zoom

2.7"
Clear Photo LCD

25mm
Wide Angle

4
Picture Effect Mode



Sweep Panorama



ZEISS



iO Intelligent Auto



Optical SteadyShot



HD Movie 720p



P 8,499 **NEW** 12 months 0% interest

or P850 Accy discount for Cash Purchase

FREE 4GB SD Card and Carrying Case

14.1MP
CCD Sensor

4x
Optical Zoom

26mm
Wide Angle

2.7"
Clear Photo LCD



Sweep Panorama



ZEISS



iO Intelligent Auto



Optical SteadyShot



P 6,499 **NEW** 12 months 0% interest

or P650 Accy discount for Cash Purchase

FREE 4GB SD Card and Carrying Case

14 Megapixel with 360° Sweep Panorama

DSC-S5000



14.1MP
CCD Sensor

5x
Optical Zoom

28mm
Wide Angle

2.7"
Clear Photo LCD

AA
Rechargeable Battery



Sweep Panorama



ZEISS



iO Intelligent Auto



Optical SteadyShot



P 4,799 **NEW** 12 months 0% interest

or P480 Accy discount for Cash Purchase

FREE 2GB SD Card and AA Rechargeable Batteries with Charger



ECO Mode

Save on power (LCD Backlight and Brightness) with easy operation. The camera will automatically shut off if not in use for 60 seconds (Max) and 120 seconds (Standard).

360 degree Sweep Panorama

Surround yourself with once-in-a-lifetime moments

Sony's popular Sweep Panorama now records amazing 360-degree panoramas. Truly an impressive way to create extraordinary photos, 360 Sweep Panorama is as easy to use as it is to enjoy. Simply sweep the camera in a full circle to capture bold, stunning views that encompass the entire scene. When finished, view your creations on Cyber-shot's display or other devices, including S-Frame and wide-screen TVs.

Capture literally the whole scenery,
with the addition of 360 degree mode!



STANDARD
Panorama



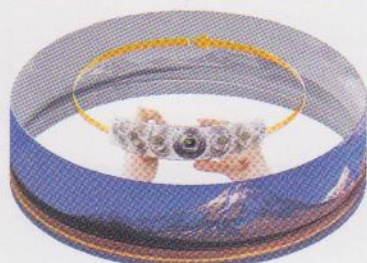
(4912 x 1080)

WIDE
Panorama



(7152 x 1080)

(11520 x 1080)



Shooting

Press the shutter button, then smoothly sweep the camera in the selected direction. For 360 Sweep Panorama, you can sweep left or right. Select Standard or Wide mode to use standard Sweep Panorama and sweep up, down, left or right.

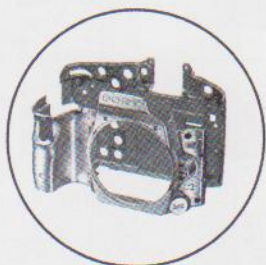
Viewing

View panoramas as a single, static image or play them back as you shot them for a fluid, dynamic feel. And to share your moments with family or friends, panoramas can be shown on scrolling S-Frames, wide-screen TVs and other devices, or viewed using PlayMemories Home and PlayMemories Studio.



The world of α by Sony

12 | Alpha DSLT



Robust magnesium alloy body



Exmor™
CMOS Sensor

BIONZ™
Image Processing Engine



LCD data display



3-way Tilt LCD

α 77 The Fastest Camera in The World

24.3
Megapixels

12 12 Frames
per Second

11 Cross
19 point
AF

VEGA-SENS™
Tru-Finder

High sensitivity
ISO 100-16000
(Push the limit of ISO)

Quick AF
Full HD Movie

3-Way
Tiltable LCD

Magnesium
Alloy Body

150000 Cycle
Shutter Unit
Durability

1/8000 SEC
Maximum Shutter Speed

SteadyShot
INSIDE

AVCHD
Progressive

GPS

SLT-A77

Body Only

P 59,999 6 months 0% interest

Cash Discount

P 3,600 FREE MS-HXBA (8GB Memory) LCS-BDF (Sony Alpha Bag)

SLT-A77VQ

16-50 Lens Kit
Body + SAL1855

P 86,999 6 months 0% interest

Cash Discount

P 5,220 FREE MS-HXBA (8GB Memory) LCS-BDF (Sony Alpha Bag)

SLT-A77VK

18-55 Lens Kit
Body + SAL1855

P 64,999 6 months 0% interest

Cash Discount

P 3,900 FREE MS-HXBA (8GB Memory) LCS-BDF (Sony Alpha Bag)

Recommended Accessory: Vertical Grip

VG-C77AM

P 12,000

Vertical-format shooting becomes naturally comfortable with this dedicated grip, which includes a shutter button and other essential controls.



Translucent Mirror Technology

Sony translucent mirror fixed in position reduce blackout time between shots, while its innovative design also enables SLT cameras to be smaller, lighter and faster than conventional DSLR cameras.

Normal DSLR



Missed Shot

DSLT



Tru Finder

Subject can be viewed whether very bright or dark and results of camera settings can be seen before taking a photo.



Tru-Finder



Shooting Data Display



Graphic Display



Digital Level Gauge Display



Histogram Display



Simple Display

DSLT

Digital Lens Translucent

Redefining New Standards



Exmor™ CMOS Sensor
BIONZ Image Processing Engine



Exmor™ CMOS Sensor
BIONZ Image Processing Engine

α65 High Features at a Good Value

24.3 Megapixels	10 FPS Per Second	3 Cross 16 Point AF	NEW! On-Sensor Tru-Finder	High sensitivity ISO 100-16000
Quick AF Full HD Movie	SteadyShot INSIDE	Auto HDR	AVCHD Progressive	GPS

SLT-A65VK

18-55 Lens Kit
Body + SAL1855
Cash Discount

P 49,999 → 6 months 0% interest
P 3,000 → FREE MS-HX8A (8GB Memory) LCS-BDF (Sony Alpha Bag)

Recommended Accessory: Clip-on LCD Monitor

CLM-V55 P 16,800

Clip this 5-inch WVGA LCD monitor atop the camera for large viewing and easier, more accurate manual focusing, thanks to a sunshade and pixel magnification.

(Requires NP-FM500H battery and BC-VM50 charger)



Fast Response Tracking Focus

Fast moving subjects can be tracked and kept in focus.



α35 Lightweight and User-Friendly

16.2 Megapixels	7 fps Telezoom High Speed Shooting	Quick AF Full HD Movie	Quick AF Live View	Auto HDR
High sensitivity ISO 100-12800	Digital Compositing Technology	Picture Effects	3D Sweep Panorama	

SLT-A35VK

18-55 Lens Kit
Body + SAL1855
Cash Discount

P 39,999 → 6 months 0% interest
P 2,400 → FREE MS-HX8A (8GB Memory) LCS-BDF (Sony Alpha Bag)

Recommended Accessory: Stereo Microphone

ECM-ALST1 P 6,650

Capture sound directly from the source with the ECM-ALST1 compact stereo microphone. It conveniently connects to the Smart Accessory Terminal of your α DSLR camera and has a wind screen to help eliminate wind noise and insulate the microphone from operational sounds from the lens and camera.



Sweep Panorama in 3D or 2D

Panoramic photo can be created by simply swinging the camera across the scene.



"The Netherlands"
Taken with Sweep
Panorama mode
By: Joel H. Garcia



The world of α by Sony

14 | Alpha NEX



TRI-Navi



Exmor™
CMOS Sensor

BIONZ
Image Processing Engine



Auto-Lock Accessory Shoe



World's First
XGA-OLED Viewfinder

NEX-7

Professional Camera in a Compact Body

Features:

- 24.3 megapixel
- Up to 10 fps shooting
- AVCHD™ 1080/60p/60i/24p HD movies
- APS-C size HD image sensor
- Peaking Function for Manual Focus
- Multiple Lenses Option
- Sweep Panorama
- Auto HDR
- Tru-Finder™ OLED electronic viewfinder
- Trinavi Manual Control
- Hot Shoe for a system flashes



Recommended Accessory: Mount Adapter

NEX-7

Body Only

P 59,999

6 months
0% interest

Cash Discount

P 3,600

FREE
MS-HX8A (8GB Memory)
LCS-BDF (Sony Alpha Bag)

NEX-7K

18-55 Lens Kit
Body + SAL1855

P 69,999

6 months
0% interest

Cash Discount

P 4,200

FREE
MS-HX8A (8GB Memory)
LCS-BDF (Sony Alpha Bag)

LA-EA2

P 17,000

It's easy to combine all the power of A-mount lenses with all the convenience of the compact NEX-7. Simply add the new Mount Adaptor LA-EA2, which incredibly includes award-winning Translucent Mirror Technology. It lets you take full advantage of most A-mount lenses from fisheye and ultra wide-angle to super telephoto, including our acclaimed G Lens series and Carl Zeiss lenses.

*Camera of the Year based on Popular Photography 2011.

Tri-Navi Control

Basis is 3 accessible controls that simplifies complex and time consuming buttons.



Control dial L

Touchscreen button

Control dial R

Control wheel

SLR Class Image

Big, SLR-class image sensor with more than 1.6 times the surface area of a Four Thirds System Sensor and over 13 times the surface area of a compact camera sensor.



APS-C sized sensor same as most DSLR is the one responsible for superior image quality

NEX

Professional Camera - Simplified



Exmor™
CMOS Sensor

BIONZ
Image Processing Engine



Black



Black



Silver



White

Exmor™
CMOS Sensor

BIONZ
Image Processing Engine

NEX-5N

Full HD and Intuitive Touch Screen for Advanced Users

Features:

- 16.1 megapixel
- Up to 10 fps shooting
- AVCHD™ 1080/60p or 24p HD movies
- APS-C size HD image sensor
- Sweep Panorama™ mode
- Auto HDR
- Live View,
- Tilttable 3.0" LCD
- Peaking Function
- Multiple Lenses Option

NEX-5NK

18-55 Lens Kit
Body + SAL1855

P 40,999 6 months 0% interest

Cash Discount

P 2,460 **FREE** MS-HXA (8GB Memory) LCS-BDF (Sony Alpha Bag)

NEX-5ND

Double Lens Kit
Body + SAL1855 + SEL16F28

P 45,999 6 months 0% interest

Cash Discount

P 2,760 **FREE** MS-HXA (8GB Memory) LCS-BDF (Sony Alpha Bag)

Recommended Accessory: Viewfinder

FDA-EV1S

P 15,000



NEX-C3

For Basic Users or Beginners

Features:

- 16.2-megapixel
- Up to 5.5 fps shooting
- ISO 12800 sensitivity
- HD movies at 1280x720/30
- APS-C size HD image sensor
- Sweep Panorama
- Auto HDR
- Live View
- Tilttable LCD
- Multiple Lenses Option

NEX-C3K

18-55 Lens Kit
Body + SAL1855

P 34,999 6 months 0% interest

Cash Discount

P 2,100 **FREE** MS-HXA (8GB Memory) LCS-BDF (Sony Alpha Bag)

NEX-C3D

Double Lens Kit
Body + SAL1855 + SEL16F28

P 39,999 6 months 0% interest

Cash Discount

P 2,400 **FREE** MS-HXA (8GB Memory) LCS-BDF (Sony Alpha Bag)

Recommended Accessory: Flash

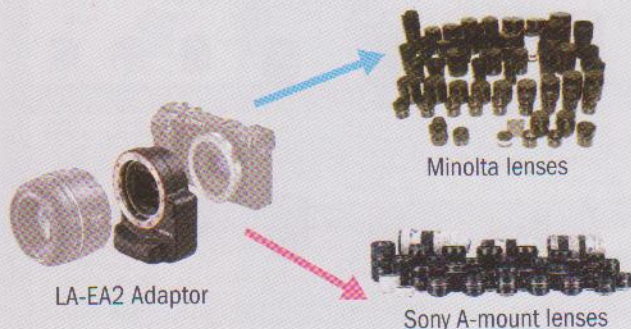
HVL-F20S

P 6,499



Expanded Lenses Line-up

Wide lenses selection is available through LA-EA2 Adaptor.



Picture Effects

Picture Effects can be used whether photo or video and requires no complicated setting on PC.



HDR Blending



Miniature



Soft Focus



Partial Colour (Red)



Partial Colour (Yellow)



Partial Colour (Blue)



Partial Colour (Green)



Pop Colour



Soft High-key



Rich tone Monochrome



Toy Camera



High Contrast Monochrome



Posterization (Colors)



Posterization (B/W)



Grain Photo

3D Handycam®



HDR-TD20



64GB Internal Memory 4h 55 in 3D Mode	Double "Exmor R" CMOS Sensor	Double Sony Lens G	Double BIONZ Image Processors	3D Playback	3.5" Xtra Fine 3D LCD with Touchscreen	28.8mm in 2D 33.4mm in 3D Wide Angle	Golf Shot in 2D
Built in PlayMemories Home Software	Built in USB cable	10x Optical Zoom in 2D/3D	17x in 2D 12x in 3D Extended Zoom	Memory Stick and SD Card Compatible	High Quality 5.1CH Surround Sound Monitors	Up to 20.4MP in Still Photo	Manual Settings



COMING SOON

NEW

HIGH
DEFINITION

Relive your fondest memories in 3D!
The smaller, lighter "Double Full HD" 3D Handycam®

"Double Full HD" 3D

HDR-TD20 is a consumer "double full HD" 3D camcorder for high-quality 3D movie recording. Shot with two lenses and processed with two image processors driven by not one but two Wide Angle Sony® G Lenses, two "Exmor R" CMOS sensors, and two powerful BIONZ® image processors. HDR-TD20 is able to shoot 3D videos in Double Full HD. You can enjoy 3D videos in Full HD quality just as you can with conventional 2D Handycam® HD camcorders.

3.5-inch Xtra Fine LCD™ 3D touch screen

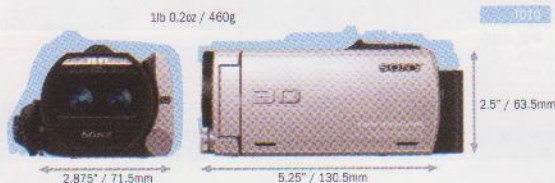
Without 3D glasses, you can not only monitor and confirm the 3D effect as you shoot, but also enjoy convenient 3D playback via the monitor when the shooting is done.



The smaller and lighter body

HDR-TD20 is 3/4 the size of its predecessor weighing only 1lb 0.2oz and measuring 2.5" X 2.875" x 5.25" (H x W x D). It's easy to carry around and use anywhere.

* 63.5mm x 71.5mm x 130.5mm

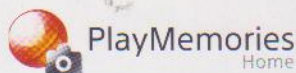


Optical SteadyShot™ (Active Mode) in 3D Steady even while walking!

HDR-TD20 is equipped with Optical SteadyShot (Active Mode). When used at the wide end, Correction angle is ten times greater when compared with models without Active Mode, enabling steady images even while walking.

12x Extended Zoom in 3D

Offering a significant advantage over other 3D camcorders, HDR-TD20 includes dual high-performance G Lenses that provide 10x optical zoom capability. And with extended zoom, that range increases to or 12x for 3D shooting or 17x for 2D shooting. You can zoom in and out whenever you like when shooting 3D movies, in the same way you would when shooting normal 2D movies.



Playback

"Edit" on a PC with Playmemories Home*



*Software download is required for extended features

Backup, Save and Share

Direct Copy

Save & Share
to BD Disc*



*Backup to
external HDD

*via Blu-ray equipped PC

*Add-on software download is required for Blu-ray disc burning

HDR-TD10



Double "Exmor R" CMOS Sensor	Double Sony Lens G	Double BIONZ Image Processors	3D Playback	3.5" 3D LCD Touch Panel
10x Optical Zoom 3D	64GB Internal Memory	Memory Stick and SD Card Compatible	High Quality 5.1CH Surround Sound Monitors	
1920 x 1080 Full HD 3D	Optical Steady Shot Active	CLEAR PHASE	WIND/NOISE REDUCTION	

HIGH
DEFINITION

From P119.99 to

P 99,999 12 months
0% interest

or P10,000 Accy discount for Cash Purchase
FREE Carrying Case

0% Interest is subject for bank approval and valid only if monthly bills are paid in full.
Participating banks: MetroBank, HSBC, Union Bank, SB Cards, Citibank, RBC Bankard, BDO, BPI and EQUICOM
Promo Period is from March 16, 2012 to June 16, 2012

Projector Handycam®

**Built-In
PROJECTOR**

HDR-PJ200

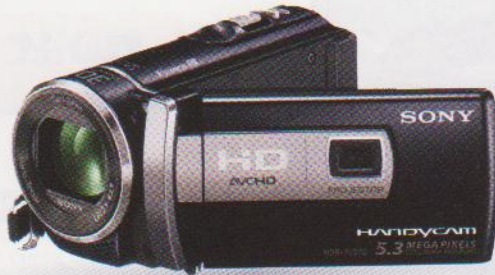


FLASH

HDR-PJ50



HDD
HARD DISK DRIVE



5.3M
Still Picture

25x
Optical Zoom

30x
Extended Zoom

2.7"
Clear Photo LCD
Touch Panel

iAUTO
90 Different Scenes

Full HD
1080

Exmor R
CMOS Sensor

Quick
AF

Built in
PlayMemories
Home Software

Built in
USB cable

DVDirect Express
Direct Copy

Event Browser

Steady Shot
Auto

TRACKING
FOCUS

Face
Detection

Smile
Shutter

COMING
SOON

NEW

**HIGH
DEFINITION**



220GB
Hard Disk

"Exmor R"
CMOS Sensor

G
Sony Lens

S-Master
Stereo

3.0" LCD
Clear Photo

OPTICAL
Steady Shot

TRACKING
FOCUS

12x
Optical Zoom

184GB
Hard Disk

LED Video
Light

29.8mm
Wide Angle

7.1
MEGA PIXELS

From P79,999 to

P 59,999

18 months
0% interest

or P9,000 Acqy discount for Cash Purchase

FREE Tripod

**HIGH
DEFINITION**

DCR-PJ5



FLASH

HDR-PJ10



FLASH



Compact and Light Body, 58.5 x 55.5 x 113.5mm (WxHxD) without the battery.
Weight, 230g without the battery

With the "Projector Input" feature, you can enjoy projecting contents from other compatible devices e.g. PlayStation®, Walkman®, Home Theatre System, Portable DVD Player, Cellphone, Tablet etc.

57x
Optical Zoom

67x
Extended Zoom

2.7"
Wide Clear
Photo LCD

Face
Detection

Steady
Shot

Direct Copy

Built In
LED Video
Light

iAUTO
18 Different Scenes

PMB
Portable

P 21,999

NEW

12 months
0% interest

or P2,200 Acqy discount for Cash Purchase

FREE 8GB SD Card

**STANDARD
DEFINITION**



"Exmor R"
CMOS Sensor

G
Sony Lens

S-Master
Stereo

OPTICAL
Steady Shot

30x
Optical Zoom

16GB
Internal Memory

29.8mm
Wide Angle

3.0" LCD
Clear Photo

TRACKING
FOCUS

From P59,999 to

P 39,999

18 months
0% interest

or P6,000 Acqy discount for Cash Purchase

FREE 16GB SD Card

**HIGH
DEFINITION**

Project your videos on the go anywhere, anytime.

Built-in Projector



Our projector model allows you to easily and instantly share your latest adventure with your family and friends without the need of a TV and even cumbersome cables. You can now share in a bar, in the hotel, in a camp, and many other locations with just the camcorder. When used in a dark environment, you can even project videos up to 100-inch diagonally. The built-in projector also comes with a pair of stereo speakers that pumps out true-to-life sound to make your stories come alive.



0% interest is subject for bank approval and valid only if monthly bills are paid in full.
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Promo Period is from March 16, 2012 to June 16, 2012



3
year
WARRANTY

BUY ONLY FROM
OFFICIAL
SONY
PHILIPPINES
DEALER

HDR-CX210



5.3M Still Picture
8GB Internal Memory
25x Optical Zoom
30x Extended Zoom
2.7" Clear Photo LCD Touch Panel
Built in USB cable
Built in PlayMemories Home Software
Exmor R CMOS Sensor
iAUTO
Steady Shot Active
Full HD 1080
Event Browse
TRACKING FOCUS

P 29,999 **NEW** 12 months 0% interest
or P3,000 Accy discount for Cash Purchase
FREE 16GB SD Card

**HIGH
DEFINITION**

DCR-SX65

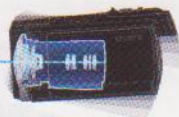


60x Optical Zoom
DIRECT COPY
WIDE TOUCH PANEL
3.0" Clear Photo LCD
STEREO SOUND RECORDING
2000 Digital Zoom

P 19,999 12 months 0% interest
or P2,000 Accy discount for Cash Purchase
FREE 8GB SD Card

**STANDARD
DEFINITION**

Balanced Optical SteadyShot



By controlling the entire optical path including the image sensor as one floating unit, image stabilization is improved by as much as 11 times* compared to previous Image Stabilization technology. That applies to the full zoom range from wide to telephoto. Balanced Optical SteadyShot makes it much easier to shoot beautifully clear, blur-free images while traveling, when recording the antics of energetic children, when shooting overhead in a crowd, and in a range of other previously challenging situations. (*compared to standard mode of HDR-CX210)

Catch everything you want in the frame.



Whether shooting movies or still images, the class leading Wide Angle Sony Lens G opens doors to exciting new possibilities. You'll capture more of what you see in magnificent landscapes and indoor scenes where there's not enough room to step back. Even without adding a wide conversion lens, selected Handycam® camcorders shoot as wide as 26 mm (16:9 aspect ratio) in movie mode.

Capture stunning video even in low light.

Low light makes a tough test for any camcorder. The highly efficient Exmor R™ CMOS Sensor captures detail-packed video and high resolution stills. You'll see the difference with beautiful colours and less picture noise – even at twilight.

Exmor R
CMOS Sensor



*Exmor R™ CMOS Sensor

Conventional CMOS Sensor

High-performance 5.1 surround sound microphone

This advanced microphone makes it possible to record clear sound with outstanding punch and presence. Level meters displayed on the LCD panel provide clear visual monitoring of the sound levels for each channel.

Playback on a home-theater system provides an unprecedented high sonic quality in a powerful 5.1ch surround listening experience.



Closer Voice: Face detection contributes to reduced noise for maximum voice clarity



Face detection technology detects people in the scene, and advanced audio processing analyzes the environment for unwanted noises which are then suppressed so that speech is recorded with maximum clarity. Whether it's an indoor event or a busy street corner, environmental sounds are effectively controlled so the all important speech is clearly heard.



iAuto automatically detects and minimizes wind noise



In addition to automatically detecting wind noise based on wind strength and attenuating the low frequencies to suppress the strongest noise components, this feature also employs a new algorithm to reduce noise in the mid-frequency range that can interfere with the clarity of speech and other important sounds. Record with confidence even at the seaside or other windy locations. iAuto automatically detects and minimizes wind noise without the need for complex parameter settings.

Advanced Sound Processor

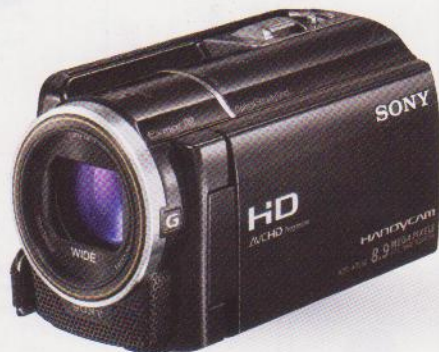
A new "Advanced Sound Processor" provides the essential audio noise reduction processing for the Auto Wind Noise Reduction and Closer Voice features. Recording clear, high-intelligibility audio is now easier than ever.





HDR-XR260

**HIGH
DEFINITION**



160GB Hard Disk 8.9M Still Picture 30x Optical Zoom 55x Extended Zoom 28.8mm Wide Angle Sony Lens G Built in USB cable

Golf Shot 3.0" Clear Photo LCD Built in PlayMemories Home Software

Exmor R CMOS Sensor iAUTO Full HD 1080

OPTICAL Steady Shot 260s Closer Voice Event Browse GPS TRACKING FOCUS

P 49,999 **NEW** 12 months 0% interest
or P5,000 Accy discount for Cash Purchase
FREE Carrying Case

DCR-SR68



80GB Hard Disk 60x Optical Zoom Carl Zeiss® Vario-Tessar® Lens 2.7" Slim LCD OPTICAL Steady Shot 260s iAUTO

P 24,999 12 months 0% interest
or P2,500 Accy discount for Cash Purchase
FREE Carrying Case

**STANDARD
DEFINITION**

DCR-SR21



80GB Hard Disk 57x Optical Zoom 67x Extended Zoom 2.7" Wide Clear Photo LCD Steady Shot PMB Portable

**COMING
SOON** **NEW**

**STANDARD
DEFINITION**

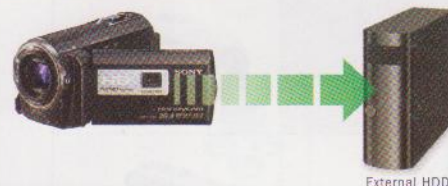
Playback: Event Browsing

Group your footage by events, Event Browse is the playback GUI in our Handycam® camcorders. With Event Browse, the still pictures and videos you have recorded will be intelligently grouped as separate "events" for easier browsing and playback.

For GPS model, The map data is stored in the device, and the position of each still image or video event is displayed as a "map index". It's even possible to search for images based on the location at which they were taken. Furthermore, you can also playback any single event with Highlight Playback. In other words, with Event Browse, your personal contents are more organized, searchable, and viewable.

Direct Copy

With Direct Copy, you can store your memories to an external HDD directly from your camcorder - without using a PC. Moreover, your camcorder can also access videos stored on the external HDD for playback using Event Browse and Highlight Playback on your TV.



ovdirect™



Transfer



Create



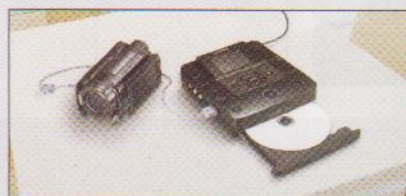
Share



VRD-MC6

P 14,999

- Slim DVD drive
- 6.9cm LCD
- Supports 1920 x 1080p Full HD video
- Photo Slide Show
- Various A/V Input Terminals for transfer from virtually any camcorder
- Different Memory Card Slots



VRD-PC1

P 6,999

- Compact and Portable Design
- One Cable Simplicity
- No Power Adapter required
- Compatible with all Handycam® models (from 2010 models)

Get the Cyber-shot that Fits You

BUY ONLY FROM



Cyber-Shot | 08

W Series

feature packed and yet affordable

DSC-WX100

eco High 18 Megapixels and Slim 10x Optical Zoom Camera



18.2MP
"Exmor R"
CMOS Sensor

10x
Optical Zoom

20x
Clear Image Zoom

25mm
Wide Angle

2.7"
Clear Photo Plus LCD

9
Picture Effect Mode

High Speed
AF

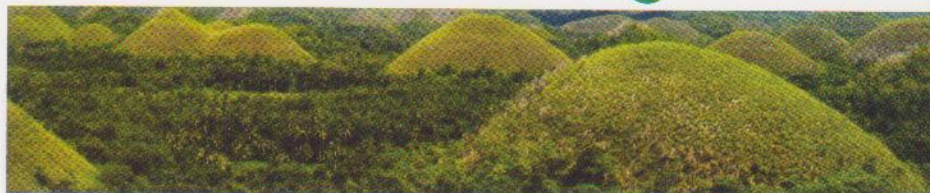


COMING SOON NEW



DSC-W690

eco Slim 10x Optical Zoom



16.1MP
CCD Sensor

10x
Optical Zoom

25mm
Wide Angle

3"
Clear Photo LCD

4
Picture Effect Mode

360°
Sweep Panorama

BIONZ

G

iA
Intelligent Auto

EXTRA
Active Mode for Movies

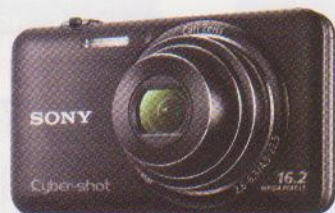
HD Movie
720p

COMING SOON NEW



DSC-WX7

Packed with
Advanced Technology



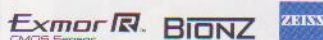
16.2MP
"Exmor R"
CMOS Sensor

5x
Optical Zoom

2.8"
Clear Photo LCD

25mm
Wide Angle

Full HD
(1920 x 1080)
Movie Recording



DSC-W570

Spectacular Clarity
with 16.1 Megapixels

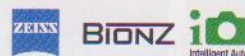


16.1MP
"Exmor R"
CMOS Sensor

5x
Optical Zoom

2.7"
LCD Screen

720p
HD
Movie Recording



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10 Frames Per Second High-speed Continuous Shooting

Utilizing a mechanical shutter that eliminates motion blur, you can now capture fast actions or moving subjects in a sequence of perfect shots as your camera fires off an impressive 10 continuous frames per second. It even groups your shots together to simplify playback and after analyzing your shots it automatically displays the best shot.



Superior Auto Mode

This mode lets your camera recognize up to 33 different patterns of scenes, including the newly added scene recognition modes - "Baby", "Spotlight" and "Low Light". It is also able to sense conditions, detect and analyze subject and motion, and automatically choose the optimal shooting method - exposure, flash control, white balance and tint - for that scene. If that is not enough, its "HDR mode" is improved to better recognize backlit conditions, and together with its noise reduction feature, ensures you will always capture the ideal image. To put it simply, this mode allows you to capture beautiful DSLR-quality images in virtually any condition.



With backlight portrait



Without backlight portrait



With twilight



Without twilight



With twilight portrait



Without twilight portrait