

Sony® Cyber-shot® DSC-W180 Digital Camera – PRODUCT INFORMATION DOCUMENT

OFFICIAL NAMES

Sony® Cyber-shot® DSC-W180 camera

MODELS

DSC-W180 – Silver
DSC-W180/R – Red
DSC-W180/B – Black

DESCRIPTION (40 CHARACTER MAXIMUM – ANYTHING OVER 40 WILL BE CUT OFF) BRIEF PRODUCT DESCRIPTION FOR USE WITH RETAIL FACT TAGS

(52) 10.1MP Cyber-shot® DSC with Face Detection Technology

POSITIONING STATEMENT

PLEASE REFER TO AD COPY FOR WHAT TO USE IN YOUR COMMUNICATIONS

Sony's Cyber-shot® DSC-W180 is Sony's opening price point Cyber-shot digital camera for 2009. Like previous W-Series models, the DSC-W180 offers a solid feature set.

The DSC-W180 features a 10.1 megapixel image sensor, 3x optical zoom lens, and a large, 2.7" LCD¹ display. In addition, Smile Shutter™ technology has been added to capture a smile the moment it happens. Face Detection technology detects up to eight faces, and High ISO of 3200 helps reduce blur when shooting indoors or at twilight. Sony Cyber-shot cameras utilize innovative technologies that make it easy to get the best shot.

CAMPAIGN MESSAGE: HDNA

Whether it's the Sony® professional HD cameras used in sports and entertainment or the Sony HD products you use at home, they all share the same genetic code. We call it HDNA. Our passion and knowledge for all things high definition extend through every HD product we make. HDNA is what allows Sony to bring you truly unmatched HD experiences and innovations that make it easy to get the best shot.

CATEGORY MESSAGE

Ultra-slim Sony Cyber-shot® cameras are packed full of innovative features that allow you to easily capture beautiful photos and share HD-quality images. Sony Cyber-shot makes it easy to get the best shot with features like Smile Shutter™ technology to capture a smile the moment it happens and Face Detection technology to capture faces naturally.

ADVERTISING MESSAGE

[Provided by the Messaging Team]

ADVERTISING COPY

10 Words (13)

Sony's Cyber-shot® DSC-W180 camera features Smile Shutter™ technology to automatically capture smiles.

25 Words (19)

Sony's Cyber-shot® DSC-W180 camera features Smile Shutter™ technology to capture a smile the moment it happens and Face Detection technology to capture faces naturally.

50 Words (41)

Sony's Cyber-shot® DSC-W180 brings you a variety of intelligent features in a compact, easy-to-use design. Smile Shutter™ technology captures a smile the moment it happens. Face Detection technology automatically detects up to eight faces and optimizes focus and exposure settings.

BASIC BULLETS (SHORT – MUST BE 55 CHARACTERS OR LESS)

- Smile Shutter™ technology automatically captures a smile
- Face Detection technology captures faces naturally
- SteadyShot® image stabilization helps prevent blur
- Scene Selection modes adjust for shooting conditions
- 10.1 megapixel Super HAD™ CCD image sensor
- 3x optical zoom lens helps you capture photos from a distance
- Large 2.7" LCD¹ display (230K pixels)
- High Sensitivity ISO 3200 for low-light shooting
- Easy Shooting Mode simplifies camera operation
- Red-eye Reduction to help reduce red-eye
- In-Camera Retouching to trim your photo
- Multi-purpose Resize function to save your images for HDTV or the Web
- Histogram display helps adjust and optimize exposure
- Function Guide helps explain menus and settings
- Included lithium-ion battery for long-lasting power
- Included PMB (Picture Motion Browser) software to manage images on a compatible PC²
- Available in Silver, Black, and Red

LONG BULLETS (MEDIUM – APPROX. LENGTH AROUND 250 CHARACTERS)

- Smile Shutter™ technology captures a smile the moment it happens. Simply choose the Smile Shutter™ button and the camera does the rest. You can also select subject priority and indicate the degree of Smile Detection Sensitivity.
- Face Detection technology detects up to eight individual faces and adjusts flash, focus and exposure to deliver crisp, properly lit images of family and friends.
- SteadyShot® digital image stabilization compensates for camera shake and helps prevent blur by capturing two photos at high shutter speeds and combining them into a single crisp, clear image.
- Choose from seven Scene Selection modes to quickly adjust for specific shooting conditions.
- The 10.1 megapixel 1/2.3" Super HAD™ CCD image sensor delivers highly detailed photos.
- 3x optical zoom lens captures sharp images, even from a distance.
- A large 2.7" LCD¹ display (230K pixels) helps you precisely compose images, as well as show off your photos.
- High ISO settings up to 3200 allow for faster shutter speed, so you can take pictures indoors or in low light without the need for a flash.
- Easy Shooting Mode simplifies the menu and puts the camera in control by switching to all automatic settings so you can just take the picture without worrying about settings.
- Histogram display gives you more control over the contrast of your photos.
- A beginner-friendly Function Guide helps navigate through the various functions and settings displaying the description of chosen functions or settings on the LCD screen.
- Included lithium-ion battery provides added convenience with longer lasting power than alkaline batteries.

- Retouch and enhance your photos on the go with in-camera Trimming and Red-Eye Correction functions.
- The Multi-purpose Resize function lets you change the aspect ratio of an image right in the camera, so you can adjust images as necessary.
- Sony® Picture Motion Browser ver. 4.2.01 PC software provides a simple way to transfer, manage, archive, and share your images from your compatible PC.²

KEY FEATURES (LONG – UP TO PARAGRAPH LENGTH)

Smile Shutter™:

Smile Shutter™ technology captures a smile the moment it happens. Simply choose the Smile Shutter™ button and the camera does the rest. You can also select subject priority and indicate the degree of Smile Detection Sensitivity.

Face Detection technology:

Face Detection technology detects up to eight individual faces and adjusts flash, focus and exposure to deliver crisp, properly lit images of family and friends.

SteadyShot® digital image stabilization:

SteadyShot® digital image stabilization compensates for camera shake and helps prevent blur by capturing two photos at high shutter speeds and combining them into a single clear image.

Scene Selection modes:

Choose from seven convenient Scene Selection modes to quickly adjust for specific shooting conditions, including High Sensitivity, Twilight, Twilight Portrait, Landscape, Soft Snap, Snow, and Beach.

10.1 Megapixel Super HAD™ CCD Image Sensor:

A powerful 10.1 megapixel 1/2.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 10.1 megapixels, you can create stunning, photo-quality prints up to A3 size, or crop your images and still come away with high resolution shots.

3x Optical Zoom Lens:

3x optical zoom lens captures sharp images, even from a distance, and enables close-up shooting up to just under 2" (5cm) from the subject.

2.7" LCD display (230K pixels):

A large 2.7" LCD¹ display (230K pixels) features sharp, natural color that makes it easy to compose shots, read menus, and view photos.

High Sensitivity Mode (ISO 3200):

High ISO allows for faster shutter speed, so you can take photos indoors or in low light without the need for a flash. In addition to High Sensitivity Mode (ISO), you can select up to seven ISO settings (Auto, 100, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.

Easy Shooting Mode:

With Easy Shooting Mode, even beginners can take great photos. In Easy Shooting Mode, easy-to-understand basic instructions are displayed on the LCD screen and the camera switches to all automatic settings so you can just take the picture without worrying about settings.

Histogram display:

Histogram display gives you more control over your images with the ability to optimize exposure adjustments for better detail in both light and dark areas of a photo.

Function Guide:

This beginner-friendly optional function helps navigate through the various functions and settings displaying the description of chosen functions or settings on the LCD screen.

Lithium-ion battery:

Included lithium-ion battery provides added convenience with longer lasting power than alkaline batteries.

In-Camera Retouching Tools:

Retouch and enhance your photos on the go with in-camera Trimming and Red-Eye Correction functions.

Multi-purpose Resize function:

The Multi-purpose Resize function lets you change the aspect ratio of an image right in the camera, so you can adjust images as necessary, whether you want to display them on an HDTV, e-mail them or upload them to a blog (PC with internet connection required).

Picture Motion Browser ver. 4.2.01:

Sony® PMB (Picture Motion Browser) PC software provides a simple, easy-to-use way to transfer video and still images to your PC, as well as sort, edit, and output to data disc and the Web (PC with internet connection required).² Finding your images with PMB is easy with Calendar View and Face Search. Face Search allows you to filter by faces (one or many) and also a specific person's face. Share images and videos on popular sharing sites with Media Services function.

LOGOS:

10.1 Effective Megapixels
Face Detection Technology
SteadyShot
High Sensitivity ISO 3200

FOOTNOTES (at least 8pt font):

1. Viewable area, measured diagonally.
2. Requires Microsoft Windows XP SP3, or Windows Vista SP1. Not supported by Mac OS.

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*Logo mentions need to be included if logo shown or listed in copy