

DSC-W290 - PRODUCT INFORMATION DOCUMENT

OFFICIAL NAMES

Sony® Cyber-shot® DSC-W290 camera

MODELS

DSC-W290 – Silver
DSC-W290/B – Black
DSC-W290/L – Blue
DSC-W290/T – Bronze

DESCRIPTION (40 Characters or less)

(47) Cybershot® camera with iAuto and HD Movie mode

POSITIONING STATEMENT

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

The Sony® Cyber-shot® DSC-W290 camera combines style with power and intelligence. The W290 comes in 4 sophisticated colors and has a stylish look. The Intelligent Auto (iAuto) mode goes beyond the traditional auto mode, thinking for you; recognizing scenes, lighting conditions, faces, and automatically adjusting camera settings resulting in clearer images, faces with more natural skin tones and less blur. The W290 also features HD Movie mode⁶, recording in 720p for capturing your precious moments on video. Compose, review, and share your memories on the large 3.0”¹ (230k pixels) LCD.

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 beautifully capture and share HD-quality photos. Sony Cyber-shot makes it easy to get the best shot with features like Intelligent Auto mode that adjust for scene conditions and lighting, enhancing natural skin tones and reducing blur.

ADVERTISING COPY

10 Words (13)	Sony® Cyber-shot® DSC-W290 camera with Intelligent Auto mode.
25 Words (26)	Sony® Cyber-shot® DSC-W290 digital camera with Intelligent Auto mode, wide angle lens, and 720p HD Movie recording.
50 Words (63)	Sony® Cyber-shot® DSC-W290 digital camera. Featuring Intelligent Auto mode, the W290 with a 28mm wide angle lens, automatically detects 8 scene conditions and selects the appropriate camera settings. Face Detection technology captures faces more naturally and helps prevent blur ⁸ . Also, now record high definition videos in 720p HD and enjoy your memories on your compatible HDTV.

BASIC BULLETS (SHORT) no more than 55

iAuto mode automatically optimizes camera settings
720p high definition movie
28mm wide angel lens to capture more of the scene

Large 3.0" LCD display (230k pixels) to focus and view
iSCN detects 8 scene conditions and adjusts camera settings
Optical SteadyShot™ image stabilization reduces blur
Face Detection technology captures faces naturally
Smile Shutter™ mode automatically captures a smile
DRO Standard and Plus optimizes exposure and contrast
Anti-blink, Face Priority and Red-eye Reduction functions
Carl Zeiss® Vario-Tessar® lens with 5x optical zoom
12.1 megapixel Super HAD™ CCD image sensor
BIONZ™ Imaging Processor
High Sensitivity ISO 3200 for low light shooting
13 Convenient Photo Modes
Easy Shooting Mode simplifies the menu
16:9 High Resolution Shooting Mode
Easy image management helps find your pictures
PHOTOMUSIC feature ³ combines HD slideshow with music
HDTV Compatibility ⁵ for sharing pictures in high definition
PhotoTV HD Mode with compatible BRAVIA® HDTVs ²
In-Camera Retouching Tools
Wide-Zoom Display resizes images to 16:9
Bundled PMB Software to manage images on compatible PC ⁴
Available in silver, black, blue, and bronze

LONG BULLETS (CONSUMER) – 200 characters or less

Core:

The 12.1 megapixel CCD image sensor takes images with low noise and high contrast that can be printed up to A3+ (13x19") size or cropped while still maintaining a high resolution image.
A professional-quality Carl Zeiss® Vario-Tessar® 5x optical zoom lens captures sharp images, even from a distance.
Wide angle lens (28mm) provides a broader perspective for more complete images of expansive scenes or groups of people.
A generous 3.0" (230K pixels) Clear Photo LCD™ display helps you precisely compose images, as well as show-off all of your photos.
Get high resolution images and fast performance with powerful BIONZ™ image processor.
The Cyber-shot® DSC-W290 camera is available in four sophisticated colors: silver, black, blue, and bronze.

Capture:

Intelligent Auto Mode: Unlike traditional auto mode, Intelligent Auto (iAuto) thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting clear images, faces with natural skin tone and less blur.
Capture more of your memories in high definition (720p) video. Record HD movies in 720p high definition MPEG4 format for stunning large-screen home movie playback.
Intelligent Scene Recognition (iSCN) recognizes eight scenes conditions and selects the most appropriate settings. iSCN Advance takes a 2 nd shots in low or backlight with alternative settings
Face Detection technology detects up to eight individual faces and controls flash, focus, exposure, white balance, and ISO sensitivity to deliver accurate, natural skin tones with reduced red-eye and blurred images.
Optimizing focus, exposure, and white balance for a specific face is easier now with selectable facial memory, even when the subject leaves the frame.
The Anti-blink function works to help counter blinking and squinting.
Red-eye Reduction helps reduce common red-eye problems.
Capture a smile the moment it happens. Simply activate by pressing the new Smile Shutter™ button and the camera does the rest.
The combination of Optical SteadyShot™ image stabilization and High ISO sensitivity offers a Double Anti-blur Solution that helps compensate for shaky hands, minimizes blur, and allows flash-free shooting to

preserve the mood.
Optical SteadyShot™ image stabilization uses a built-in gyro sensor to detect camera shake and automatically shifts the lens to help prevent blur without sacrificing image quality.
High ISO settings up to 3200 allow for faster shutter speed, so you can take photos indoors or in low light without the need for a flash.
Dynamic Range Optimizer (DRO) Standard and Plus uses a sophisticated algorithm to determine the best exposure and contrast settings for almost any shooting environment.
Simplified Buttons: Buttons and menus have been simplified to get the fastest and easiest customer experience. Shooting dial focus on the type of customer and most common used functions such as Zoom, Play and Delete are handy in hard buttons.
Easy Shooting Mode simplifies the menu in shooting and playback and puts the camera in control by switching to all automatic settings with iSCN so you can just take the photo without worrying about settings.
Choose from 13 convenient photo modes, including 10 Scene Selection modes, to quickly adjust for specific shooting conditions.
You can fire up to 100 shots at approximately 0.62 second intervals (at any resolution; VGA to high resolution mode. Results may vary based on settings and Memory Stick™ media being used).
Using 16:9 High Resolution Mode you can record images in the 16:9 aspect ratio favored by HDTVs.

View and Share:

Easy Image Management takes the hassle out of sorting through large volumes of image data, so you can quickly select and view desired photos.
View your photos in glorious high definition on a Sony® BRAVIA® or similar HDTV using the optional VMC-MHC2 HD output adapter cable (sold separately).
PhotoTV HD fine tunes settings in a compatible BRAVIA® HDTV, such as sharpness, gradation, and color to display images that look more like actual printed photos ² .
Wide Zoom allows you to adjust images for display at the 16:9 aspect ratio for optimum viewing on widescreen HDTVs.
Create fun and entertaining slide shows with the built-in HD Slide Show with music capability ³ .
Retouch and enhance your pictures on the go with 10 in-camera editing functions, such as Trimming, Red-Eye Correction, Soft Focus, and Fisheye Lens effect.
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 PC software ⁴ provides a simple way to transfer, manage, archive, and share your images from your compatible PC.

KEY FEATURES (TECHNICAL)

Core:

12.1 Megapixel Super HAD™ CCD Image Sensor: A powerful 12.1 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 12.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots.
Carl Zeiss® Vario-Tessar® Lens with 5x Optical Zoom: The professional-quality Carl Zeiss® Vario-Tessar® 5x optical zoom lens brings distant subjects closer for great outdoor, sports, and travel photos.
Wide angle lens: A 28mm wide angle lens shows more of the scene you're shooting, helping you capture more complete images when shooting indoor group portraits, expansive landscapes, or architectural scenes.
3.0" Clear Photo LCD™ display (230k pixels): Generous 3.0" ¹ (230K pixels) Clear Photo LCD™ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.
BIONZ™ image processor: The BIONZ™ image processor delivers the high resolution and fast performance you expect from a Sony® digital camera.
Available in four sophisticated colors: Available in four sophisticated colors: silver, black, blue and bronze.

Capture:

Intelligent Auto Mode: Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting clear images, faces with natural skin tone and

<p>less blur. Take advantage of all the technology without leaving Auto mode. Take a picture from a kid on the playground, to landscape shots, to a beautiful flower or an indoor birthday party. All clear images without leaving auto mode.</p>
<p>HD Movie: Capture more of your memories in high definition (720p) video. Record HD movies in 720p high definition MPEG4 format for stunning large-screen home movie playback. Record up to 29 min in 720p format (or up to 2GB) per movie⁶.</p>
<p>Intelligent Scene Recognition: Intelligent Scene Recognition (iSCN) Mode automatically detects eight different types of scenes conditions (Backlight, Backlight Portrait, Twilight, Twilight Portrait, Twilight using a Tripod, Portrait, Landscape, and Macro) and within 1/30th of a second selects the appropriate camera settings. iSCN has 2 modes: Auto and Advanced. In Auto Mode, the camera takes a single shot using the optimal settings. In Advance Mode, the camera takes a photo with the standard automatic settings and, in difficult lighting (low light or back light) immediately takes a second photo with optimized setting so you can choose which to keep.</p>
<p>Face Detection technology: Face Detection technology detects up to eight individual faces and controls flash, focus, exposure, and white balance to deliver accurate, natural skin tones with reduced red-eye. It can also give priority to children or adults. Newly added Face Motion Detection adjusts ISO sensitivity and accelerates the shutter speed when facial movement is detected, reducing blur in the subjects face.</p>
<p>Priority Face Selection: Optimizing focus, exposure, and white balance for a specific face is easier now with selectable facial memory, even when the subject leaves the frame. This feature is perfect at weddings and other events the goal is always to focus on a certain person.</p>
<p>Anti-blink Function: It's frustrating to think you've captured that perfect shot, only to review it later and discover one of your subjects blinked just as you pressed the shutter. The Anti-blink function works to help counter blinking and squinting. When the camera is set to Soft Snap, the Anti-blink function captures two images, recording only the photo with less squinting. If a blink is detected in other shooting modes, a warning will be displayed after you take the shot.</p>
<p>Red-eye Reductions: helps reduce common red-eye problems.</p>
<p>Smile Shutter™ Technology: The popular Smile Shutter™ technology automatically detects and captures a smiling face. Simply activate by pressing the Smile Shutter™ button and the camera will capture a smile the moment it happens. You can also select subject priority (Adult or Child Priority or using the cross key buttons on the camera) and indicate the degree of Smile Detection Sensitivity to high (small smile), medium (laugh) or low (grin). Great substitute of self timer, smile once all are ready and the camera will capture the smile.</p>
<p>Double Anti-blur Solution: The combination of Optical SteadyShot™ image stabilization and High ISO sensitivity helps compensate for shaky hands, minimizes blur, and allows flash-free shooting to preserve the mood.</p>
<p>Optical SteadyShot™ Image Stabilization: Optical SteadyShot™ image stabilization uses a built-in gyro sensor to detect camera shake and automatically shifts the lens to help prevent blur without sacrificing image quality.</p>
<p>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 eight ISO settings (Auto, 80, 100, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.</p>
<p>Dynamic Range Optimizer Standard and Plus: Dynamic Range Optimizer (DRO) Standard and Plus uses a sophisticated algorithm to determine the best exposure and contrast settings for almost any shooting environment. The result is more natural images with clearer details that more closely match what your naked eye sees. DRO is particularly effective when shooting backlit portraits or any scene with a dramatic contrast between background and foreground lighting. DRO Plus allows for even greater optimization by analyzing each region of an image and performing additional image processing.</p>
<p>Convenient Photo Modes: Choose from 13 convenient photo modes to quickly adjust for specific shooting conditions. Photo modes include iAuto, Easy, Program, and Scene Selection such as High Sensitivity, Landscape, Soft Snap, Twilight Portrait, Twilight, Beach, Snow, Fireworks, Underwater and Gourmet Mode. Gourmet Mode lets you capture mouth-watering culinary creations with all the color and clarity of images you see in gourmet magazines.</p>
<p>9-Point Auto Focus: Because an off-centered subject can make your shot more interesting, a 9-point auto focus system measures nine precision focus points, giving you greater creative freedom to compose your images.</p>
<p>Burst Mode: You can fire up to 100 shots at approximately 0.62 second intervals (at any resolution; VGA to high resolution mode. Results may vary based on settings and Memory Stick™ media being used).</p>
<p>Function Guide: This beginner-friendly optional function helps navigate through the various functions and</p>

settings displaying the description of chosen functions or settings on the LCD screen.
Simplified Buttons: Buttons and menus have been simplified to get the fastest and easiest customer experience. Shooting dial focus on the type of customer: Easy, intelligent Auto, Scene, Program and Movie. Also most common used functions such as Zoom, Play and Delete are handy in hard buttons. All other functions can be found under one menu button.
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 with iSCN so you can just take the photo without worrying about settings. The menu is also simplified on playback to provide limited but straight forward operating functions for those afraid of choosing wrong settings.
16:9 High Resolution Mode: Using the 16:9 High Resolution Mode, you can record high resolution images in the 16:9 aspect ratio favored by HDTVs. This setting is ideal if you plan to view your images on a compatible HDTV ⁶ and invite friends and family members under for a slideshow.
Memory Stick Duo™ Media Convenience: The Cyber-shot® DSC-W290 camera accepts Memory Stick PRO Duo™ media (sold separately).
Stamina® Battery Power: Provides extended battery life and shooting capacity when using a fully-charged lithium-ion battery. The included battery supports up to 220 shots ⁷ .

View and Share:

Easy Image Management: Easy Image Management takes the hassle out of sorting through large volumes of image data, so you can quickly select and view your desired photos. Photos can be browsed in four convenient ways: by Standard Folder view, Date view, Event view, and Favorites showing only user-selected images. You can also harness the power of Face Detection technology to filter by face type (choices include All People, Children, Infants, and Smiles).
In-Camera Retouching Tools: Retouch and enhance your pictures on the go with 10 in-camera editing functions: Trimming, Red-Eye Correction, Soft Focus, Partial Color, Fisheye Lens, Cross Filter, Radial Blur, Retro, Happy Face and Unsharp Masking effects.
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 a compatible HDTV ⁵ , or e-mail them / upload them to a blog (PC with internet connection required) ⁴ .
HDTV Compatibility: View your photos and videos in glorious high definition on a Sony® BRAVIA® or similar HDTV using the optional VMC-MHC2 HD output adapter cable (sold separately).
PhotoTV HD: Bring your photos to life and enjoy highly detailed, high definition images with PhotoTV HD-capable Sony® BRAVIA® HDTVs ² . PhotoTV HD fine tunes settings on your HDTV, such as sharpness, gradation, and color to display images that look more like actual printed photos.
Wide Zoom display: To use the entire image area of the compatible HDTV screen (sold separately), Wide Zoom display automatically expands standard 4:3 and 3:2 images to 16:9.
PHOTOMUSIC feature: PHOTOMUSIC ³ combines images with music (5 minutes per track) to produce fun and entertaining slide shows. The standard visual effects (Simple, Nostalgic, Active, and Stylish). Select from pre-loaded tracks on camera or transfer your own from your compatible PC (sold separately).
Picture Motion Browser ver. 4.2.02: Sony® PMB (Picture Motion Browser) PC software ⁷ 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 (compatible PC with internet connection required). 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:

[Related technology logos in order of priority]

Sony
3.0" LCD ¹
Optical SteadyShot™
Smile Shutter™ technology
Face Detection technology
12.1 Effective Megapixels
Zeiss
BIONZ™
High Sensitivity ISO 3200

Intelligent Scene Recognition
PHOTOMUSIC
HD 1080 Still Image
PhotoTV HD

FOOTNOTES (at least 8pt font):

1. Viewable area, measured diagonally
2. Compatible BRAVIA® HDTV, and component cable (sold separately) required for PhotoTV HD viewing. Specifications of the BRAVIA HDTV shown vary according to market region.
3. Four preset music tracks stored in internal memory. Imported music tracks can be up to five minutes long. When using Music Transfer to download music, tracks longer than five minutes will be reduced to five minutes when uploading to the Cyber-shot® camera.
4. Requires Windows 2000 Professional SP4, Windows XP SP2, or Windows Vista. Not supported by Mac OS.
5. HD Viewing requires an HD output adapter cable (VMC-MHC2), sold separately.
6. Maximum of 29 minutes continuous recording per video clips, limited to available capacity on storage media.
7. Under average conditions; when fully charged, actual results may vary based on camera settings and conditions of use.
8. Requires BRAVIA® Sync™ feature in each product. Please refer to BRAVIA and/or Remote owner's manual to determine compatibility.
- 9.
10. MPEG4 fine mode (9 Mbps) records at lower bit rate compared to MPEG1 and motion JPEG. Lower bit rate equates to a smaller file size. Hi-def video is up to 30 frames per second at 1280x720 pixels.
11. For uploading movies to Internet sharing sites, movies can be converted to SD image quality with Picture Motion Browser, or record in VGA resolution (640 x 480, 3Mbps)

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