Celebrate priceless moments with Cyber-shot W Series

- 7.2 Mega Pixels
- High Sensitivity (ISO 1000)
- Carl Zeiss Lens
- 3x Optical Zoom
- User-friendly Features

FEEL MY LIFE

like.no.other™
Taking great pictures is a breeze with Sony’s new Cyber-shot W series. With an enhanced resolution of up to 7.2 Mega Pixels and High Sensitivity of ISO 1000, it’s easy to capture high quality images with a touch of a button. With each shot, Carl Zeiss lens gives you clear, distortion-free imagery. All these and more are encased within a sleek, sturdy metallic casing. The DSC-W55 even comes in four attractive colours* to suit your lifestyle.

* Not all colours are available in all countries. Please check with your local dealers. Not applicable to DSC-W35.

Choose from two great models with advanced features:
- 7.2 effective Mega Pixels
- High Sensitivity (ISO 1000)
- Carl Zeiss Lens
- 3x Optical Zoom
- High Stamina (380 shots)
Shoot Outstanding Imagery

Expect true-to-life pictures with the Cyber-shot W series. With its many technologically advanced features, you have more reason than ever to capture those unforgettable moments.

Real Imaging Processor and Super HAD CCD

Real Imaging Processor enhances picture quality while increasing image recording and display speed, and the Super HAD CCD offers high-resolution performance without adding bulk to the camera.

3x Optical Zoom with Carl Zeiss Vario-Tessar Lens in 7.2 Mega Pixels

The Carl Zeiss Vario-Tessar lens delivers high contrast without compromising on clarity while the 3x Optical Zoom captures distant images with amazing detail – all of which are reproduced faithfully in 7.2 Mega Pixels resolution.

High Sensitivity

The High Sensitivity of ISO 1000 lets you capture crisp, blur-free images at high shutter speeds, or under conditions with low light.

Noise Reduction

Sony’s Clear RAW™ NR (noise reduction) algorithm suppresses noise within the RAW file to give clear, natural images. This technology is especially effective when shooting at high ISO settings.

7 Scene Selection Modes

Each of the Scene Selection Modes has pre-set settings that allow you to select the optimal configuration at a turn of the dial. So no matter your shooting conditions, just switch to the right mode and start shooting.

Colour Modes

Create different moods by taking your pictures in any of the four colour modes (Natural, Rich, Black & White and Sepia).

MPEG

The MPEGMOVIE VX feature lets you shoot exciting video clips in full VGA resolution. The recording duration is limited only by the size of your memory card.
Performance With Ease

The user-friendly features of the Cyber-shot W series let you capture and create beautiful images effortlessly.

Intuitive Interface

Shoot freely and confidently with in-camera guides that help you get the results you want:

- Mode Guide
  - With icons and descriptions of each mode, it is easy to select the optimal setting for any occasion.

- Icon Guide
  - The new Icon Guide offers on-screen icons with pop-up guidance that lets you control flash, macro, self-timer and other settings more quickly and intuitively.

High Stamina

Shoot to your heart’s delight with Sony’s enhanced High Stamina technology that enable you to take up to 380 shots in a single charge.

Resolution Guide

Choose the best size for your intended output by using the Resolution Guide.

Direct Play Button

View your images with ease at a touch of a button. This function lets you switch to Playback mode while shooting and back. You can also start up the Playback mode directly from power off status conveniently.

Share Your Experience Effortlessly

Beautiful pictures are meant to be shared. Relive the experience again and again with your friends and loved ones.

Output Options

Whether you are backing up your latest holiday memories or spreading joy to your friends, the Cyber-shot W Series is always ready to share.

USB

Connect directly to a PC via USB and transfer your files onto your hard disk or other media. You can then edit your pictures, print them on photo paper or send them over the internet.

AV Out

Simply hook up your Cyber-shot camera directly to a compatible TV and fill the room with delight.

Printing Options

Start printing images by simply inserting the Memory Stick PRO Duo into Sony’s PictureStation. You can also plug your camera to a PictBridge capable printer and print directly from your camera - no PC required.

Picture Motion Browser

(Supplied PC Application)

Upload your images easily from your camera with the Picture Motion Browser. Browse through images by date with its calendar format or choose to view with its Map View function that sorts images by location. With an optional Global Positioning Satellite unit accessory, you can display your images on the world map to share with family and friends*.

Disclaimer: “Picture Motion Browser software (supplied with Cyber-shot cameras) required for viewing map online.
Cyber-shot Accessories

With an extensive range of camera accessories*, you can get more out of your Cyber-shot W Series cameras. Always insist on authentic Sony products for the best quality assurance and compatibility.

### Batteries and Chargers
Extend your camera time by keeping a spare battery handy.
- **NP-BG1** Rechargeable Battery Pack
- **BC-TRG** Battery Charger

### Optical Accessories
Extend and enhance your camera’s optical abilities.
- **VAD-WB** Lens Adaptor
- **VCL-DH1730** Tele Conversion Lens
- **VCL-DH2630** Tele Conversion Lens

### Lighting
Illuminate low-lighting conditions.
- **HVL-RLS** Ring Light

### Filters
Correct unwanted reflections and brightness.
- **VF-30NK** Neutral Density Filter Kit
- **VF-30PK S** Polarising Filter Kit
- **VF-30SE** Filter Kit for Special Effects

### Prints
Print high quality images on PictureStation Printers.
- **DPP-FP90**
- **DPP-FP70**
- **DPP-FF90**

### Memory Stick
Store your images on Sony’s Memory Stick PRO Duo.
- **4GB/2GB/1GB Memory Stick PRO Duo**

### Soft Carrying Cases
Choose from our wide selection of carrying cases that provide protection from the elements and for every occasion.
- **LCS-TWB/B**
- **LCS-TWB/P**
- **LCS-TWB/G**
- **LCS-TWB/H**
- **LCS-TWC/B**
- **LCS-TWC/C**
- **LCS-TWD/B**
- **LCS-TWD/W**
- **LCS-WF**
- **LCS-CSJ**
- **LCS-CBL**
- **LCS-CSN**
- **LCS-CST**

### GPS Unit
Record the exact date, time and location for all your shots and view them online at Google Map™.

### Tripods
Ensure perfect digital photographs wherever you are.
- **VCT-R100**
- **VCT-1500L**

### Sports Pack
Whether at the beach or at the pool, the Sports Pack is perfect for your active lifestyle.
- **SPK-WA**

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*Not all accessories are available in all countries. Please check with your local dealers.*
### Specifications

#### BASIC SPECS

<table>
<thead>
<tr>
<th>Model Name</th>
<th>Gross Pixels</th>
<th>Effective Pixels</th>
<th>Optical Zoom</th>
<th>Precision Digital Zoom</th>
<th>Smart Auto Scene</th>
<th>Scene Selection</th>
<th>Smart Effects</th>
<th>White Balance</th>
<th>Sensitivity</th>
<th>Image Size Guide</th>
<th>MPEGMOVIE ( sec )</th>
<th>Multi Use Terminal</th>
</tr>
</thead>
</table>

- **Optical Zoom**: Approx. 6x
- **Effective Pixels**: 1,632 x 1,224
- **Gross Pixels**: 3,264 x 2,448

#### USER INTERFACE

<table>
<thead>
<tr>
<th>User Interface</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battery Remaining Indicator</td>
<td>Shows the remaining battery life.</td>
</tr>
<tr>
<td>Red-eye Reduction</td>
<td>Helps reduce red-eye in flash photography.</td>
</tr>
<tr>
<td>Sharpness / Contrast / Flash Level Setting</td>
<td>Adjusts the image quality and flash settings.</td>
</tr>
<tr>
<td>Flash Mode</td>
<td>Specifies the flash mode settings.</td>
</tr>
<tr>
<td>AF Illuminator</td>
<td>Activates the auto focus assist.</td>
</tr>
<tr>
<td>AF method</td>
<td>Determines the auto focus method.</td>
</tr>
<tr>
<td>Focus mode</td>
<td>Selects the focus mode.</td>
</tr>
<tr>
<td>NR Slow shutter</td>
<td>Reduces noise in low light conditions.</td>
</tr>
<tr>
<td>Shutter Speed</td>
<td>Determines the shutter speed.</td>
</tr>
<tr>
<td>Burst Shot Number / Burst Interval</td>
<td>Captures multiple images in sequence.</td>
</tr>
<tr>
<td>Burst Interval</td>
<td>Defines the interval between bursts.</td>
</tr>
<tr>
<td>Burst Number</td>
<td>Specifies the number of images in a burst.</td>
</tr>
<tr>
<td>Burst Zoom</td>
<td>Specifies the zoom level during burst mode.</td>
</tr>
<tr>
<td>Trimming / Resizing / Playback Zoom</td>
<td>Enables cropping and resizing of images.</td>
</tr>
<tr>
<td>Slideshow Playback</td>
<td>Plays back images in a slideshow format.</td>
</tr>
<tr>
<td>Index Playback</td>
<td>Displays an index of images.</td>
</tr>
</tbody>
</table>

#### Recording Format

- **Still Image**: Normal (JPEG) / Burst (JPEG) / Multi Burst (1M)
- **Video Mail**: 16:9 [420/360] / 3:2 [240/210]
- **VX Standard**: 2M (1,632 x 1,224) / 5M (2,048 x 1,536)
- **VX Fine**: 16:9 [2,048 x 1,152] / 3:2 [1,632 x 1,080]
- **16:9 mode**: 5M (2,592 x 1,944) / 3M (2,048 x 1,536) / 2M (1,632 x 1,224)
- **3:2 mode**: 5M (2,048 x 1,365) / 2M (1,280 x 853) / 1M (640 x 427)
- **VGA, Standard**: 320 x 240, 15fps
- **VGA, Fine**: 640 x 480, 15fps

#### Memory Stick

- **Useable Memory Stick**: Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO Duo (High Speed - No Speed Advantage)
- **Memory Stick Duo**: Approximately 380 pictures (64MB)
- **Memory Stick PRO Duo**: Approx. 20.35mm
- **Memory Stick PRO Duo (High Speed - No Speed Advantage)**: Approx. 1,640MB

#### Imaging Processor

- **Real Imaging Processor**: Optimizes image processing and enhances image quality.

#### Dimensions

- **W: Approx. 2.0cm to Infinity, T: Approx. 30cm to Infinity**
- **W: Approx. 6.3-18.9mm (38 - 114mm)**
- **F number**: 2.8-5.2
- **Image Size**: 16:9 [2,048 x 1,152] / 3:2 [1,632 x 1,080]
- **Image Brightness Button**: Allows manual adjustment of image brightness.
- **Image Rotation / Divide (MPEG) / Cue & Review (MPEG)**: Enables image rotation and review.
- **Trimming / Resizing / Playback Zoom**: Adjusts image size and zoom levels.
- **Slideshow Playback**: Plays images in a slideshow sequence.
- **Index Playback**: Displays an index of images.
- **Playback Sound**: Turns on and off playback sound.
- **Playback Sound Control**: Controls playback sound volume.
- **Playback Mode**: Selects between single and index playback.
- **Date Stamp**: Adds date and time information to images.
- **File Numbering System**: Automatically assigns file numbers to images.
- **Scene Selection**: Captures images in various scene modes.
- **Exposure mode**: Auto / Program Auto / Scene Selection (Mode Dial, 7 Modes)
- **Mode Dial**: Switches between different modes.
- **USB**: Connects to a computer or printer.
- **USB Connection**: Enables data transfer.
- **Speaker Volume Control**: Adjusts speaker volume levels.
- **Picture Brightness Button**: Enhances image brightness.
- **Picture Brightness Button**: Adjusts image brightness levels.
- **AF method**: Multi Pattern / Center Weighted / Spot
- **Focus mode**: Single AF / Monitoring AF
- **AF Illuminator**: Assists auto focus in low light conditions.
- **NR Slow shutter**: Reduces noise in low light conditions.
- **Shutter Speed**: Auto (1/8 - 1/2000) / Program Auto (1" - 1/2000)
- **Burst Shot Number / Burst Interval**: Captures multiple images in sequence.
- **Burst Number / Burst Interval**: Defines the number of images in a burst.
- **Burst Zoom**: Specifies the zoom level during burst mode.
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#### Recording Time Lag

- **Approx. 0.8sec**
- **Approx. 0.9sec**
- **Approx. 1.4sec**
- **Approx. 1.5sec**
- **Approx. 1.9sec**
- **Approx. 2.3sec**

#### Number of images measured in a single Power Down state

<table>
<thead>
<tr>
<th>Memory Stick</th>
<th>64MB</th>
<th>128MB</th>
<th>256MB</th>
<th>4GB</th>
</tr>
</thead>
<tbody>
<tr>
<td>64MB</td>
<td>64k</td>
<td>128k</td>
<td>256k</td>
<td>512k</td>
</tr>
<tr>
<td>128MB</td>
<td>128k</td>
<td>256k</td>
<td>512k</td>
<td>1M</td>
</tr>
<tr>
<td>256MB</td>
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</tr>
</tbody>
</table>

#### Information

- The following are trademarks of the Sony Corporation. Fayzi, Sony, “Cyber-shot”, “Memory Stick”, Sony, “Memory Stick PRO Duo” Information is correct at the time of printing. Not all images were shot with the Cyber-shot DSC-W35/W35. Some images were simulated.

#### Notes

- You may not be able to shoot images in Burst mode depending on the Scene mode.
- When the battery level is low, or when the internal memory or Memory Stick Duo is full, the Burst stops.
- The zoom is switched alternately between the W and T ends.
- The power turns on and off once every ten times.

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