

SONY®

Cyber-shot  
W300

INTRODUCING THE WORLD'S  
FIRST TITANIUM COATED DIGITAL CAMERA



- Intelligent Scene Recognition
- Advanced Face Detection
- Double Anti-blur
- Smile Shutter
- BIONZ Image Processor

like.no.other™



DSC-W300

# BEYOND SENSES

When things come together in such perfection, it's impossible to ignore the seduction. Don't fight it. The intoxicating blend of pure style and irresistible functionality will keep you captivated beyond your senses.

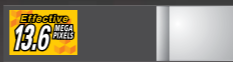
## TITANIUM-COATING

Offering excellent protection from scratches, the titanium-coating on the camera body is approximately five times as hard as anodised aluminium-treated camera bodies. The unique texture of the titanium coating also makes a bold design statement that oozes style and luxury.



## 13.6 MEGA PIXELS

Capture remarkably detailed images in amazing 13.6 Mega Pixels resolution with the 1/1.7-type Super HAD CCD. Whether you are zooming in on specific regions or printing high-quality images, every pixel counts.

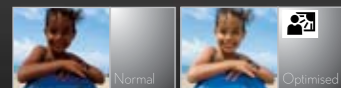


## INTELLIGENT SCENE RECOGNITION

This feature allows the camera to detect between different scenarios, automatically selecting the ideal camera settings for each situation. Shooting in varied conditions is a breeze with this smart feature.

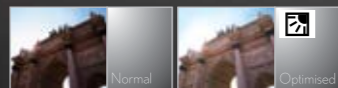
### Backlight & Portrait

When shooting portraits against the sunlight or other lighted background, the subject in the foreground is brightened with the right exposure for an evenly-lit image.



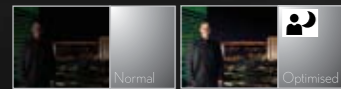
### Backlight

When shooting against the sunlight or other lighted background, the foreground is brightened with the right exposure for an evenly-lit image.



### Twilight & Portrait

When shooting portrait shots at night or in low-light situations, the camera compensates for the lack of light to give you a sharper, well-lit image.



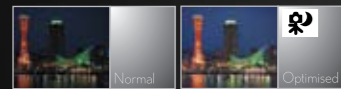
### Twilight

When shooting at night or in low-light situations, the camera compensates for the lack of light to give you a sharper, well-lit image.



### Twilight with Tripod

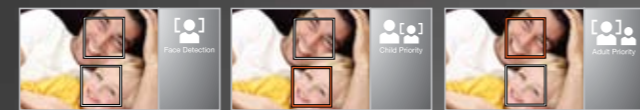
When shooting in low-light situations with the camera placed on a flat surface or on a tripod, noise is automatically suppressed for a clearer image.



## FACE DETECTION TECHNOLOGY

Sony's **Face Detection** technology 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 children 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.

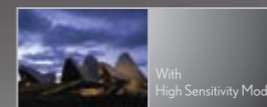
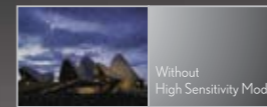
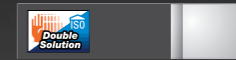


# BEYOND PERCEPTIONS

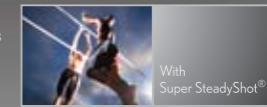
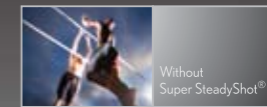
Be bold. Be daring. Be unique. With a comprehensive array of superior imaging capabilities, the sleek Cyber-shot W300 is ready to change your perceptions of all things possible.

## DOUBLE ANTI-BLUR TECHNOLOGY

Sony's Double Anti-blur combines two major key technologies, High Sensitivity and Super SteadyShot® to significantly reduce motion blurs and allow you to capture sharp images in any situation.



High Sensitivity Mode expands the ISO sensitivity up to ISO 3200 to compensate for moving objects or low light conditions. Working in tandem with Sony's unique Clear Raw NR technology, any noise resulting from increased light sensitivity is greatly reduced for that blur-free image.

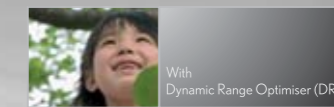
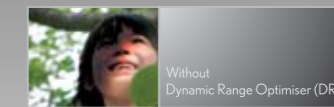


Super SteadyShot® incorporates Sony's Optical Image Stabiliser technology using built-in Gyro sensors to effectively eliminate image blur caused by unstable handheld shots. You can capture sharp and clear images even while on the move.

## BIONZ IMAGE PROCESSING ENGINE

At blazing speed, the BIONZ Image Processing Engine drastically lowers noise level and achieves high accuracy in auto-focusing, exposure auto-correction and auto white balancing.

What's more, when shooting subjects in backlit situations, the Dynamic Range Optimiser takes advantage of this powerful image processing engine to instinctively analyzes the composition, optimising exposure and contrast, to create a more natural and vibrant image. Get enhanced colour reproduction, rich tonal gradations and amazing precision every time.



## 2.7" CLEAR PHOTO LCD PLUS

Be impressed by the 2.7" Clear Photo LCD Plus as you compose and review your pictures. Through enhanced colour reproduction, the screen delivers sharper and more vivid colours for a more precise composition of shots.



## 3X OPTICAL ZOOM & AUTOMATIC MACRO SHOOTING

The powerful 3x Optical Zoom allows you to zoom in on the details when shooting your subjects from a distance. When subjects are up close, Standard Auto Focus now covers the macro focus range, eliminating the need to manually change focus modes for close-up photography.



## CARL ZEISS® VARIO-TESSAR LENS

The world renowned Carl Zeiss® Vario-Tessar lens is an advanced optical solution that delivers uncompromising quality, producing accurately detailed and realistic photos with excellent contrast.















# BEYOND IMAGINATION

After capturing those beautiful moments, it's time to complete your vision with a touch of creativity.

## SCENE SELECTION



Each mode in the Scene Selection feature comes with pre-determined settings. Select the most suitable mode for your shooting environment to get the optimal settings for your shots.

 <b>NEW</b> Underwater Take vivid and natural underwater photos with ease.	 High Sensitivity	 Soft Snap	 Twilight Portrait
 <b>NEW</b> Extra High Sensitivity	 Twilight	 Landscape	 Smile Shutter
 <b>NEW</b> Extra High-Speed Burst*	 Beach	 Snow	 Fireworks

## EXTRA HIGH-SPEED BURST\*

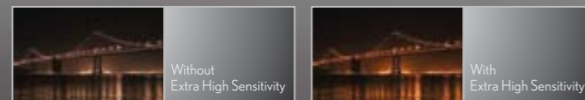
Capture subjects in fast-moving action or sports situations with ease. Utilising advanced pixel mixture technology, high-speed shooting of up to five frames per second is now possible. During portrait sessions, you can also conveniently select the best shot from a series of high-speed continuous burst.



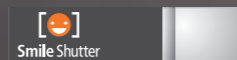
\*Image is recorded in 3 Mega Pixels file size.

## EXTRA HIGH SENSIVITY

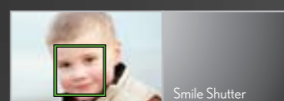
When shooting in low-light situations, select Extra High Sensitivity (ISO6400) from the preset Scene Selection modes and you can shoot in twilight conditions without flash.



## SMILE SHUTTER



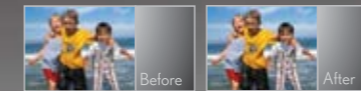
Sony's revolutionary Smile Shutter feature is designed to catch the most dazzling smiles from your subjects. This innovative feature captures all your happy moments by automatically taking pictures only when the person is smiling.



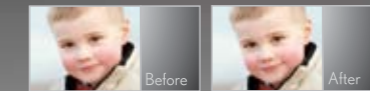
## IN-CAMERA EDITING

Enhance your images captured on the spot with the In-camera Editing feature, which includes the new Happy Faces and Unsharp Masking effects.

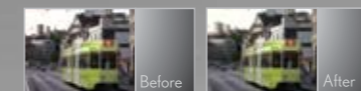
**UNSHARP MASKING** **NEW**  
Helps sharpen the image details and texture



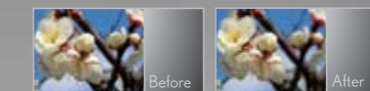
**HAPPY FACES** **NEW**  
Retouches the photo to put a smile on faces



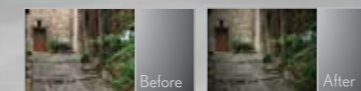
**RADIAL BLUR**  
Gives you the dynamic zooming shutter effect of a freeze-frame shot



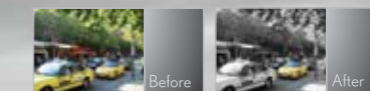
**SOFT FOCUS**  
Lets you emphasize the key subject by elegantly blurring out the background



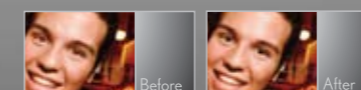
**RETRO**  
Adds the flavour of an old-fashioned camera lens



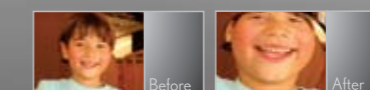
**PARTIAL COLOUR**  
Keeps your point of focus in full colour while converting the surrounding area to grayscale



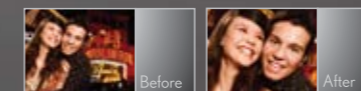
**RED EYE CORRECTION**  
Corrects red eye in images



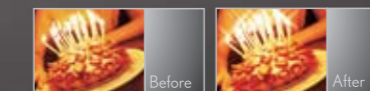
**FISHEYE LENS**  
Simulates a fisheye lens effect on your image



**TRIMMING**  
Cuts out unwanted portions to perfect that framing



**SOFT FOCUS**  
Adds extra sparkles to your image



Note: New image created is saved separately from the original image.



# BEYOND EXPRESSIONS

Memories are never just about saving them for the future. Watch the magic happen as you share them with friends and family.

## HIGH DEFINITION (HD) SLIDESHOW WITH MUSIC

Relive those special moments in High Definition (HD) on the big screen. Upload your images by connecting the camera to Sony's BRAVIA HD TV with the optional Cyber-shot Station or HD Output adaptor cable.

With eight effects and music tracks stored in the camera memory, you can create a variety of moods and produce entertaining HD slideshows with music.



NEW

## DIGITAL PHOTO FRAME

Transfer and store the digital pictures from your Cyber-shot camera into the new Sony's Digital Photo Frames and view them in style.

S-Frame

## PICTURE MOTION BROWSER

Upload your images easily from your camera with the supplied Picture Motion Browser\* software. Browse through your images by date or location. With an optional Global Positioning Satellite (GPS) unit accessory, you can display your images on the world map to share with friends and family.

## DIGITAL PHOTO PRINTER

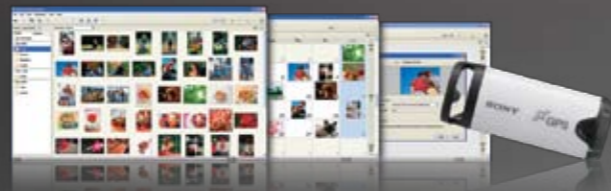
Start printing images by inserting the Memory Stick PRO Duo into Sony's PictureStation Photo Printer. You can also plug your camera to a PictBridge capable printer and print directly from your camera - no PC required.

PictureStation

## USB OUTPUT TO PC

With the built-in 2.0 USB port, you can connect your camera to the PC, external hard disk storage device, thumb drive and more.

USB



\*Picture Motion Browser software (supplied with Cyber-shot cameras) required for viewing map online.

# BEYOND POSSIBILITIES



Discover the possibilities with the extensive range of camera accessories. There's always so much more with a Sony.

## BATTERY AND CHARGER

The rechargeable battery gives an accurate reading of the remaining capacity in minutes so that you can better plan the rest of your shoot or know when an additional battery is required.

InfoLITHIUM TYPE G



The battery charger allows you to charge your battery quickly and its compact size is ideal for overseas trips.



## FASHION CASE

Choose from our range of carrying cases that provide protection and style for every occasion.

### SOFT CARRYING CASE



## DIGITAL PHOTO FRAME

Transfer the digital images from your Cyber-shot camera and other external media into Sony's Digital Photo Frames and view them in style.



## GLOBAL POSITIONING SYSTEM UNIT

Record the exact date, time and location for all your shots and view them online from Google Maps™.



## MEMORY STICK™

Keep shooting your images without worrying about storage space.



## CYBER-SHOT STATION & CABLE

View and enjoy your images in HD quality slideshow with preset transition effects and customisable background music. The Cyber-shot Station\* doubles up as a quick charger too.



\*Use with supplied plate adaptor

## OPTICAL ACCESSORIES

A convenient attach-on lens for capturing wide angle so you can get everything in. Perfect for shooting in confined spaces too.



## DIGITAL PHOTO PRINTER

Print high quality images on Sony's PictureStation Printers and express your creativity with its editing tools.



## MARINE PACK

Take beautiful pictures underwater with waterproof case & filter



Note: Not all accessories are available in all countries. Please check with your local dealers.

# SPECIFICATIONS

## BASIC SPECIFICATIONS

Number of pixels	Approximately 13.9 mega pixels (gross)	
	Approximately 13.6 mega pixels (effective)	
Image Sensor	1/1.7" Super HAD CCD	
Processor	BIONZ	
Scan system	Interface scan	
Total Zoom Magnification	Digital Zoom Off (only Optical Zoom)	3x (Optical)
	Smart Zoom (with Optical Zoom)	VGA: Approximately 1.9x 16:9(2M): Approximately 6.6x
	Precision Digital Zoom (with Optical Zoom)	Approximately 6x
Optical zoom during movie recording	No	
Lens	Carl Zeiss Vario-Tessar	
F-number	F2.8(W)-5.5(T)	
Focal Length	f = 35-105mm (35mm equivalent)	
Focus Range (from the front of the lens)	AF: W: Approximately 5cm ~ Infinity, T: Approximately 34cm ~ Infinity Macro AF: W: Approximately 5cm ~ Infinity, T: Approximately 34cm ~ Infinity	
Internal Memory	Approximately 15MB	
Memory Stick	MS Duo / MS PRO Duo / MS PRO Duo(High Speed) / MS PRO-HG Duo	
LCD Monitor	Type: TFT LCD Size: 2.7 type Aspect ratio: 4:3 Number of dots: 230K dots Color Reproduction (NTSC Ratio): below 40% LCD system: Clear Photo LCD	
USB	AV Out USB 2.0 Hi-Speed	

## MAIN FEATURES

Shooting Mode	Auto Easy Shooting Program Auto Manual Exposure Movie	
Still Image (Number of recorded pixel)	13M (4,224 x 3,168) 3:2 (4,224 x 2,816) 8M (3,264 x 2,448) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 10M (4,224 x 2,376) 2M (1,920 x 1,080) VGA (640 x 480)	
Focus Mode	Multi point AF (9 points) / Centre-weighted AF / Spot AF / Semi manual (0.5m/ 1.0m/ 3.0m/ 7.0m/ Unlimited Distance)	
AF Mode	Single AF / Monitoring AF	
AF Illuminator	Auto/Off (W: Approximately m, T: Approximately m)	
Light Metering Mode	Multi Pattern / Centre-weighted / Spot	
Shutter Speed	Auto (1/4-1/2000) / P Auto (1-1/2000) / Manual (30-1/1000)	
NR Slow shutter	Yes (Shutter speed of 1/3 sec or slower)	
ISO Sensitivity (REI)	Auto/ 80/ 100/ 200/ 400/ 800/ 1600/ 3200	
EV Adjustment	From +2.0 to -2.0, 1/3 step	
Histogram Indicator	Yes	
Image Stabilizer	Yes (Optical)	
White Balance Mode	Auto/ Daylight/ Cloudy/ Fluorescent1/ Fluorescent2/ Fluorescent3/ Incandescent/ Flash	
Flash Mode	Auto/ Flash On/ Flash Off/ Slow Synchro	
Red Eye Reduction	Auto / On / Off	
Flash Range	ISO Auto: Approximately 0.2 - Approximately 5.5m (W)/ Approximately 0.4 - Approximately 2.8m(T) ISO 3200: Up to Approximately 11m(W) / Approximately 5.6m(T)	
Pre Flash	Yes	
Face Detection	Mode	Off / Auto / Child / Adult
	Shooting mode	Auto P Auto Scene Selection (Twilight Portrait / Snow / Beach / High Sensitivity / Soft Snap / Smile Shutter)

DRO	Off / Standard / Plus	
Color Mode	Normal / Vivid / Sepia / Black & White	
Burst Mode	Yes	
Number of shots at Burst Mode	100	
Auto Bracketing	AE (#0.3EV / 0.7EV / 1.0EV)	
Recording File Format	DCF (Design rule for Camera File System) Ver.2.0 DPOF (Digital Print Order Format) Ver.1.1	
Image File Format	JPEG (Exif Ver.2.21) / MPEG1	
Zoom Magnification of Playback Mode	8x	
Movie	VX Fine (640 x 480, Approx. 30fps) VX Standard (640 x 480, Approx. 16.6fps) OVGA (320 x 240, Approx. 8.3fps)	

## USER INTERFACE

Mode Dial	Yes
Function Guide	Yes (icon guidance, mode guidance, image size menu guidance)
Histogram Indicator	Yes
Direct Playback Button	Yes
HOME button	Yes
MENU button	Yes

## OTHER FEATURES

In-Camera Retouching	Yes (Trimming, Red-Eye Correction, Soft Focus, Unsharp Masking, Cross Filter, Partial Color, Fish-eye Lens, Retro, Radial Blur, and Happy Faces.)	
Multi Resizing	Yes	
Wide Zoom display	Yes (when connected to TV)	
Slideshow with music	Yes (Effect: Simple, Basic, Active, Nostalgic, Stylish, Face1-3 / Music: 8)	
Function Guide	Yes	
Auto Daylight Synchro	Yes	
Self Timer (2sec./ 10sec.)	Yes	
Grid Line	Yes	
Auto Review (2sec.)	Yes	
Auto Orientation (On / Off)	Yes	
Hand Shake Alert	Yes	
PictBridge(USB Direct Print) - USB Mode: Auto / Mass Storage / PictBridge / PTP/MTP	Yes	
Multi Terminal(DC-in / USB / AV out)	Yes	
MS Duo Slot	Yes	
Tripod Receptacle	Yes	
Info LITHIUM Battery NP-FG1 Compatible	Yes	

## OPERATING SPEED & STAMINA

Operating Speed (*With Pro-HG Duo)	Start-up Time	Approximately 19 sec.
	Shooting Time Lag	Approximately 0.3 sec.
Shutter Release Time Lag	Approximately 0.008 sec.	
	Shooting Interval	Maximum number of recorded pixels
Burst Speed (maximum)	Burst (Maximum number of recorded pixels)	Approximately 19 fps
	Extra High-speed Burst	Approximately 5.0 fps
Burst Interval (minimum)	Burst (Maximum number of recorded pixels)	Approximately 0.5sec. (100 shots)
	Extra High-speed Burst	Approximately 0.2sec. (100 shots)
Stamina (NP-BG1)	Still images	Approximately 340 shots
	Battery Life	Approximately 170 min.

## DIMENSIONS AND WEIGHT

Size(WxHxD)	94.3 mm x 59.0 mm x 26.8 mm
Weight without the battery and the media	Approximately 156g

## SUPPLIED ACCESSORY

Lithium ION Battery «NP-BG1»	Yes
Battery Charger «BC-CSG / BC-CSGB / BC-CSGC»	Yes
Multi Connector(USB / AV-out)	Yes
Wrist Strap	Yes
Supplied Software: Picture Motion Browser (Ver.3.0)	Yes

NOTE: No Memory Stick and adaptor are included. HD output cable is not supplied.

\* When battery level is low or Memory Stick is full, the burst mode stops. The recording interval is longer depending on the setting for the image size. You may not be able to shoot images in burst mode depending on the scene selection.

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Information is correct at the time of printing. Some images are simulated.