



2 International Business Park #05-10 Tower One The Strategy Singapore 609930
Telephone: (65) 6544 8338 Facsimile: (65) 6544 8330

NEWS RELEASE: *Immediate*

Take your best Selfie with the Cyber-shot™ DSC-KW11 from Sony *Showcase your Beauty and Individuality with the Selfie Camera*



(ASIA PACIFIC, 22 August 2014) – With the sophisticated and trend-conscious fashionista on the street in mind, Sony is introducing the luxurious and sleek [Cyber-shot™](#) DSC-KW11 digital still camera, designed to help capture their perfect selfie or their OOTD (Outfit of the Day) shot for sharing on their social networks. With an unprecedented design and a rich array of features, the [Cyber-shot™](#) DSC-KW11 is both functional and complementary to one's lifestyle needs and wants.

The [Cyber-shot™](#) DSC-KW11 has a high-sensitivity 19.2 effective megapixels Exmor RS™ CMOS sensor to capture the finer details of your shot, while its F2 maximum aperture lens ensures that there is less noise on images, even when using the camera indoors or in other low-light environments. Mounted on a 180-degree swivel, the 21mm¹ wide angle lens also helps to give users the illusion of a slender body and a slimmer face for convenient and easy selfie shots.

¹ 35mm equivalent

The [Cyber-shot™](#) DSC-KW11 also flaunts a large high-definition, high-contrast, 3.3 Type OLED screen with approximately 1,299k dots equivalent for the brilliant display of images, which allows you to see in vivid detail the different effects applied to present your best self to the world.



To complement the lifestyles of trendy fashionistas, Sony has given the camera an elegant and unconventional design that is reminiscent of a bottle of perfume with a silky pearl finish, sparkled with Swarovski® elements. Fitting nicely in the user's hands, the [Cyber-shot™](#) DSC-KW11 is small and handy for everyone to carry it anywhere, all day.

The Beauty Effect mode of the [Cyber-shot™](#) DSC-KW11 provides users with a multitude of options that can be applied before and after you take your photo to achieve your desired look. While shooting, Skin Toning and Skin Smoothing effects can be individually adjusted. After making your selection, you can further refine your look with the five available effects to be applied in playback mode. The options of Skin Toning, Skin Smoothing, Eye Widening, Face Slimming, and Shine Removal are also adjustable to allow you the flexibility to present a different side of you.

Flick Touch Shutter is a new feature that lets users effortlessly set up a self-timer by just tapping and flicking their finger towards the wanted delay timing and number of images on the screen. With no cumbersome buttons and extra panels that require more time to set, users can easily set the features they want with just their thumb.

The [Cyber-shot™](#) DSC-KW11 comes with Near Field Communications (NFC) and Wi-Fi features that enable easy one-touch connection with smartphones or tablets, so that users can

share their best shots instantly to their friends and families via their social media platforms. Compatible with Smart Remote Control², the [Cyber-shot™](#) DSC-KW11 further allows users to control the camera remotely using their smartphone or tablet. This is complemented by the camera's attachable ring stand that allows it to stand freely at a tilt or hung on the wall, offering users the option of versatile hands-free selfie shooting.

The [Cyber-shot™](#) DSC-KW11 comes in four beautiful silky pearl colours (White, Pink, Green and Violet) and will be available in selected countries in Asia Pacific from October 2014 onwards.

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Specifications Sheet

Image	Sensor Type	1/2.3 type Exmor RS CMOS sensor
	Number of effective pixels	Approx. 19.2 Megapixels
Lens	F-number (Maximum Aperture)	F2.0
	Digital Zoom	19.2M approx. 2x / 10M approx. 2x / 5M approx. 2x / VGA approx. 7.9x / 14M (16:9) Approx.2x / 2M (16:9) Approx.2.6x
Screen	Screen Type	8.3cm (3.3type) (16:9) / 1,229,760 dots equivalent / XtraFine / OLED
	Touch Panel	Yes (capacitive)
Camera	Exposure Compensation	+/- 2.0 EV, 1/3 EV step
	White Balance Mode	Auto
		Daylight
		Cloudy
		Fluorescent 1
		Fluorescent 2
		Fluorescent 3
		Incandescent
	Shooting Mode	Intelligent Auto
		Scene Selection
		Picture Effect
		Beauty Effect
	Touch Shutter	Yes
	Scene Selection	Landscape
		Night Scene
		High Sensitivity
		Gourmet
Pet Mode		
Beach		
Snow		
SteadyShot		
Continuous Shooting	Single	
	Continuous Shooting	
Continuous Shooting Speed	Approx. 0.33 fps (for up to 4 shots)	

² Requires downloading of the latest version of PlayMemories Mobile to the smartphone.

	(maximum) (Maximum number of recorded pixels) *1		
	Self-Timer	Off 10sec. 5sec. 2sec.	
	Beauty Effect (Real Time)	Skin Smoothing Skin Toning	
	Picture Effect	Toy camera Pop Color Partial Color Soft High-key	
	LED Light	Yes	
	Face Detection	OFF Auto	
	Control with Smartphone	Yes	
	NFC	Yes	
Recording	Recording Format (Movie)	MPEG-4 AVC/H.264	
Playback	Playback Zoom	Yes	
	Automatic Image Rotation	Yes	
	Auto Orientation(Auto pict rotation in response to camera position in playback)	Yes	
	Beauty Effect	Skin Toning	
		Skin Smoothing	
		Shine Removal	
		Eye Widening	
Face Slimming			
Dimensions (W x H x D) (CIPA compliant)	57.7 x 125 x 20.1mm (2 3/8 in. x 5 in. x 13/16 in.)		
Weight (CIPA compliant)	Approx. 136g (4.8oz.) (Battery and Memory Stick Micro are included) / Approx. 120g (4.2oz.) (Body Only)		

*1 You may not be able to shoot images in Burst mode depending on the Shooting mode.

About Sony Electronics Asia Pacific Pte. Ltd.

Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony's consumer as well as broadcasting and professional products, overseeing Asia, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit www.sony-asia.com

About Sony Corporation

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annual sales of approximately US\$75 billion for the fiscal year ended March 31, 2014. Sony
Global Web Site: <http://www.sony.net/>