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NEWS RELEASE: *Immediate*

Look Great With Your Camera In Hand; Look Even Better In Your Pictures

New W830 and W810 [Cyber-shot™](#) cameras are the perfect party companions



Cyber-shot™ DSC-W830



Cyber-shot™ DSC-W810

- **20.1MP sensor delivers crystal clear detail**
- **ZEISS lens with 8 x optical zoom (DSC-W830) and 26mm wide angle lens with 6 x optical zoom (DSC-W810)**
- **Beauty Effect allows on camera retouching of skin toning, skin smoothing, shine removal, eye widening and teeth whitening**
- **New Party mode automatically adjusts ISO sensitivity, exposure compensation and saturation to deliver brilliant photos in the most challenging light conditions (DSC-W810)**
- **Camera design evolved for premium feel in range of different colours**
- **Truly simple operation with intuitive menus and key buttons on the back on the camera**

(ASIA PACIFIC, 07 January 2014) – Point and shoot photography is evolving quickly and the new Cyber-shot™ DSC-W830 and DSC-W810 cameras are designed to meet the needs of today's fun seeking snappers who want better picture quality than their smartphones can deliver but don't want to pay a premium price for a new [camera](#). Operation is incredibly simple and with new design and creativity options, the new introductions make photography fun without compromising on beautiful image quality.

The two sleek new models feature a 20.1MP CCD sensor and allow the user to record HD¹ movies. As we're often our harshest critics when it comes to shots of ourselves, [Beauty Effect](#) allows you to retouch minor blemishes on camera to make sure you are looking your best. The extended range of Picture Effects for additional editing will also satisfy all creative curiosity. The new models also offer the opportunity to shoot stunning 360 degree Sweep Panorama shots, giving an entirely new perspective on your surroundings and feature an advanced flash which optimally controls ISO sensitivity for users to light faraway subjects and bring their pictures to life.

DSC-W830

The DSC-W830 combines the brilliance of ZEISS optics and a BIONZ processor with a 20.1 megapixel CCD sensor for beautifully detailed photographs in a sleek and compact body. Optical SteadyShot technology keeps blur from camera shake to a minimum and Optical SteadyShot Active Mode used in conjunction with electronic image stabilisation delivers incredibly smooth video. The body features sharp advanced camera looks and a metallic coating to bring out the quality of four available body colours (Silver, Black, Pink and Violet).

DSC-W810

The DSC-W810, available in Black, Silver and Pink packs a powerful 20.1MP CCD sensor and 26mm wide angle lens with 6x optical zoom to deliver crisp and stylish photos. The addition of the new Party Mode means that the camera automatically adjusts settings for shots in challenging light conditions meaning that those magic moments are captured forever.

With the addition of a front grip and metallic hairline-style finish, the W810 has a truly premium feel in the hand. The dedicated movie button on the rear means that it's now simpler and quicker to start shooting HD video as you never know when that next YouTube sensation is about to start.

The DSC-W810 from Sony will be available in Asia Pacific from January 2014 and the DSC-W830 from Sony will be available from February 2014.

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¹ 720p

Specifications Sheet

Model	DSC-W830	DSC-W810
Lens	ZEISS lens	Sony lens
Optical zoom / Clear Image Zoom	8x / -	6x / -
Image sensor / effective megapixels	Super HAD CCD 20.1MP	
LCD	2.7-type ClearPhoto	
Advanced Flash/Party Mode	-/Yes	Yes/Yes
Beauty Effect	Yes	
Wi-Fi	No	

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