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NEWS RELEASE: *Immediate*

Get the Look with Stylish, Power-Packed Cyber-shot™ Cameras for Spring



Cyber-shot DSC-HX60/HX60V

- DSC-HX60/HX60V¹ with 20.4 megapixels², 30x optical zoom, Wi-Fi/NFC and GPS³
- DSC-WX350 is the world's smallest and lightest camera⁴ with 18.2 megapixels², 20x optical zoom, Wi-Fi/NFC and 470-shot battery life
- DSC-WX220 with 18.2 megapixels², 10x optical zoom and Wi-Fi/NFC
- DSC-W800 with Advanced Flash and Party Mode

(ASIA PACIFIC, 12 February 2014) – Four compact new [Cyber-shot™](#) cameras from Sony put impressive shooting power and must-have looks into everyone's pocket.

Whether you're holidaying, relaxing or partying hard, the new [Cyber-shot™](#) models give your pictures extra polish with smart features that do the work for you. Forget about tricky camera settings: say hello to fabulous photos and HD video without fuss.

¹ 'V' denotes that the camera has GPS capability

² Approximate effective pixels

³ HX60V only

⁴ Among digital compact still cameras with optical zoom of 20x or higher. Based on internal Sony survey as of 5 February 2014

Cyber-shot™ DSC-HX60/HX60V

Get close... and closer still. With its huge 30x optical zoom and svelte dimensions, the super-compact Cyber-shot™ HX60V makes a great travel partner for fun-packed holidays and intimate encounters with the natural world.

The back-illuminated Exmor R™ CMOS sensor, premium Sony G Lens and newly developed BIONZ X processor – three times faster than its predecessor – capture spectacular scenes, even in low light. Unique to Sony, a powerful array of latest-generation technologies raise the bar for compact camera picture quality even further. Powerful detail reproduction technology and area-specific noise reduction ensures cleaner, even more natural images with fabulous colours and contrast, even in dim light.

Clear Image Zoom assures crisp, frame-filling 60x close-ups of wildlife or distant landmarks without sacrificing pixel count. And thanks to Optical SteadyShot Intelligent Active Mode, Full HD videos maintain blur-free sharpness and definition at any zoom setting. Even if you're walking, running or holding the camera at arm's length, you'll really see the difference with impressively stable movie footage and a dramatic reduction in hard-to-watch wobbles.

On-board Wi-Fi lets you send photos and videos straight to your smartphone or tablet, while NFC connects effortlessly with compatible mobile devices at a single touch. You can even use your phone as a handy remote controller: perfect for group photos when you don't want to be stuck behind the camera.

Got a 4K TV? The Cyber-shot™ HX60V outputs ultra-detailed 4K still images via HDMI to enjoy on your 4K Ultra-HD television. You'll be amazed by a new world of photo realism on the big screen. And with GPS on board², it's easy to retrace your travels with exciting map views on your PC, documenting exactly where all your photos and video were taken.

The exciting possibilities of Cyber-shot™ grow with your creative ambitions. [PlayMemories Camera Apps](#)⁵ enhance your photo experience with a growing range of free and paid apps,

⁵ Availability of PlayMemories Camera Apps software service varies according to country or region

spanning artistic effects, utilities and more. Learn more at www.sony.net/pmca/. The DSC-HX60V is also compatible with Sony's [Camera Remote API](#) programme⁶.



Cyber-shot™ DSC-WX350

Inside the slim, beautifully compact body of the Cyber-shot™ WX350 is a powerful 20x optical zoom G Lens for attention-grabbing close-ups. Optical SteadyShot with Intelligent Active Mode keeps Full HD videos stable and judder-free, even when you're zoomed in or holding the camera at arm's length. For exquisitely detailed shots in any light, the 18.2 effective megapixel Exmor R™ CMOS sensor is partnered by Sony's speedy BIONZ X image processing engine.

Beauty Effect automatically retouches portraits – smoothing skin, removing unsightly shine, widening eyes and brightening teeth for flattering results with no editing skills needed.

As featured on the HX60V, on-board Wi-Fi with NFC allows easy image sharing with your mobile at a single touch plus wireless remote control.

With an extra-long battery life – up to 470 shots from a single charge – Cyber-shot™ WX350 captures more of those precious moments between top-ups.

⁶ The DSC-HX60V offers compatibility with Sony's new "Camera Remote API beta", an API (Application Program Interface) for remote operation of Sony camera with Wi-Fi equipped smartphones and electronic tablets. This requires installation of the most recent Smart Remote Control that can be downloaded in territories where PlayMemories Camera Apps is available.



Cyber-shot™ DSC-WX220

It's deliciously small, slim and easy to use – but don't be deceived. The eye-catching Cyber-shot™ DSC-WX220 packs a serious photo punch with its 18.2 megapixel Exmor R™ CMOS sensor, BIONZ X processor and 10x optical zoom G Lens.

Great-looking photos and Full HD movies are in easy reach, with top-notch features like Optical SteadyShot with Intelligent Active Mode, Beauty Effect and Wi-Fi/NFC for easy wireless connections. Want to look at your photos in 4K? Just connect directly via HDMI to your 4K TV and enjoy.



Cyber-shot™ DSC-W800

The incredibly easy-to-use Cyber-shot™ DSC-W800 grabs pictures to be proud of with its high-resolution 20.1MP CCD sensor and 5x optical zoom lens.

Ready for some real fun? Party Mode automatically adjusts sensitivity, exposure and colour for vivid memories of those fun evenings. Advanced Flash boosts the camera's sensitivity, effectively extending flash range to make further-away subjects appear brighter. It's handy for indoor shots or dusk where your camera's built-in flash can struggle to reach the action.

Don't panic if you're new to digital cameras – operation's a breeze for first-time snappers. There's even a dedicated movie button that's conveniently placed to start HD video recording without digging through menus.

The Cyber-shot™ HX60V, WX350, and WX220 compact digital cameras from Sony will be available in Asia Pacific from March 2014. The Cyber-shot™ W800 compact digital camera from Sony will be available in Asia Pacific from April 2014.

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Specifications Sheet

Model	DSC-HX60V	DSC-WX350	DSC-WX220	DSC-W800
Lens	Sony G lens	Sony G Lens	Sony G Lens	Sony lens
Optical zoom	30x	20x	10x	5x
Image sensor / effective megapixels	Exmor R CMOS 20.4MP	Exmor R CMOS 18.2MP	Exmor R CMOS 18.2MP	Super HAD CCD 20.1MP
Image processor	BIONZ X	BIONZ X	BIONZ X	-
Image stabilisation	Advanced Optical SteadyShot (Intelligent Active mode)	Advanced Optical SteadyShot (Intelligent Active mode)	Advanced Optical SteadyShot (Intelligent Active mode)	SteadyShot
HD movie	Full HD 50p	Full HD 50p	Full HD 50p	HD 720p
LCD	3.0-type Xtra Fine	3.0-type ClearPhoto	2.7-type ClearPhoto	2.7-type ClearPhoto
Advanced Flash	Yes	Yes	Yes	Yes
Party Mode	-	-	-	Yes
Beauty Effect	-	Yes	Yes	-
Picture Effect	Yes (13 modes)	Yes (13 modes)	Yes (13 modes)	Yes (4 modes)
Motion Shot Video	Yes	Yes	Yes	-
Wi-Fi/NFC	Yes	Yes	Yes	-
GPS	Yes	-	-	-
PlayMemories Camera Apps	Yes	-	-	-
4K still image output (HDMI)	Yes	Yes	Yes	-
TRILUMINOS Colour	Yes	Yes	Yes	-
Shooting stamina	Approx. 380 still images (CIPA standard)	Approx. 470 still images (CIPA standard)	Approx. 210 still images (CIPA standard)	Approx. 200 still images (CIPA standard)
Dimensions (WxHxD)	108.1mm x 63.6mm x 38.3mm	96.0mm x 54.9mm x 25.7mm	92.3mm x 52.4mm x 21.6mm (minimum thickness 17.5mm)	96.8mm x 55.5mm x 20.8mm
Available colours	Black	Black, pink, white	Black, pink, gold	Black, silver

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

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US\$72.3 billion for the fiscal year ended March 31, 2013. Sony Global Web Site: <http://www.sony.net/>