

NEWS RELEASE: *Immediate*

Small Cameras, Big Performance

Sony releases easy-to-use Cyber-shot™ DSC-W670, W650, W630, W620, W610 and S5000

- *All-round images with new 360 Sweep Panorama*
- *SteadyShot image stabilisation for clearer handheld shots*
- *Intelligent Auto mode recognises up to 33 scene settings for great results automatically*
- *Picture Effect modes for easy in-camera effects*



Cyber-shot™ W series

(Singapore, 10 January 2012) – Point-and-shoot photography has never been so satisfying – or so much fun. Six new compact cameras from Sony make it simple for everyone to take great pictures. The Cyber-shot™ W series (W670, W650, W630, W620, W610) and S series (S5000) put high quality creative imaging within easy reach, even for first-time digital camera owners.

The SteadyShot image stabilisation feature on the Cyber-shot™ W620, W610 and S5000 ensures clearer handheld images with less blur. Optical SteadyShot on the W670, W650, and W630 is now enhanced to combat camera shake even more effectively whether you are shooting HD video or stills – even at high zoom settings.

The new 360 Sweep Panorama on all models captures an all-round view of landscapes, city scenes and more. Just press the shutter button and sweep the camera smoothly: a burst of images is stitched together automatically to create stunning 360-degree photos.

Not sure how to get the best out of your next photo opportunity? Intelligent Auto (iAUTO) recognises up to 33 different shooting situations from portraits to twilight scenes. Cyber-shot™ automatically adjusts exposure and other camera settings for clear, natural results without fuss.



From left to right: Original photo; Photo with Partial Colour effect activated

As an extra refinement, the Cyber-shot™ W670, W650, W630, W620 and S5000 add four Picture Effect modes for easy 'in-camera' creation of artistic images. Enhance your photos with Pop Color, Toy Camera, Partial Color, and Soft High-key effects, with no PC or editing software needed.



Cyber-shot™ S5000

A perfect entry into the world of digital imaging by Sony, the Cyber-shot™ S5000 shares many of the fun, easy-to-use features of W Series models. Using widely-available AA batteries, it is a practical, great-value choice for first-time photographers.

All six new cameras come with pre – installed newly developed PlayMemories Home software. Just connect Cyber-shot™ to your PC for easy viewing, editing, printing, emailing, web uploads, disc burning and more.

The range of compatible accessories for Cyber-shot™ now includes a new choice of carry cases that offer stylish, practical protection.

The new Cyber-shot™ W670, W650, W630, W620, W610 and S5000 digital compact cameras by Sony are available in Asia Pacific from February 2012.

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Specifications Sheet

Model/Key Features	DSC-W670	DSC-W650	DSC-W630	DSC-W620	DSC-W610	S5000
Effective Pixels	Approx. 16.1 megapixels			Approx. 14.1 megapixels		
Image Sensor	1/2.3 type(7.75mm) CCD			1/2.3 type (7.76mm) CCD		
Imaging Processor “BIONZ”	No	Yes		No		
Lens	Sony lens	Carl Zeiss Vario-Tessar		Sony lens		
Zoom	6x (optical) / 12x Digital Zoom 26mm wide angle	5x (optical) / 20x Digital Zoom 25mm wide angle		5x (optical) / 10x Digital Zoom 28mm wide angle	4x (optical) / 8x Digital Zoom 26mm wide angle	5x (optical) / 10x Digital Zoom 28mm wide angle
ISO	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200			Auto / 100 / 200 / 400 / 800 / 1600 / 3200	Auto /80/ 100 / 200 / 400 / 800 / 1600 / 3200	Auto / 100 / 200 / 400 / 800 / 1600 / 3200
360 Sweep Panorama	Yes					
Screen size and resolution	6.7cm/2.7” Clear Photo LCD (230k dot resolution)	7.5cm/3” Clear Photo LCD (230k dot resolution)	6.7cm/2.7" Clear Photo LCD (230k dot resolution)			
Image stabiliser	Optical SteadyShot			SteadyShot (electronic)		
Video recording	Optical SteadyShot Active Mode (both optical and electronic) 720p HD (AVC/H.264)			720p HD (Motion JPEG format)	640 x 480 (Motion JPEG format)	
Internal memory	Approx. 56MB	Approx. 27MB		Approx. 28MB	Approx. 21MB	Approx. 28MB
Approx. dimensions WxHxD (mm)	97.6mm x 58.1mm x 20.4mm	94.0mm x 56.0mm x 19.1mm	91.0mm x 52.2mm x 19.1mm	97.7mm x 56.2mm x 19.8mm	92.9mm x 52.4mm x 19.3mm	97.5mm x 61.0mm x 29.6mm
Weight (body only, excluding media and battery)	Approx. 125g	Approx. 108g	Approx. 100g		Approx. 97g	Approx. 125g