



Press Release

Weybridge, 31<sup>st</sup> January 2008

## **Big on quality and serious features: the compact, high-zoom Cyber-shot H10**

- **8.1 effective megapixels**
- **High power 10x optical zoom Carl Zeiss Vario-Tessar lens**
- **Large 3.0-inch (230K dot) Clear Photo LCD Plus screen**
- **Enhanced Face Detection for clearer portraits**
- **Dual Anti-blur with Super SteadyShot and High Sensitivity ISO 3200 for clearer low-light shooting**
- **Advanced Sports Shooting captures fast-moving objects**



Small enough to slip easily into a pocket or bag, the Cyber-shot H10 digital camera is an ideal companion for anyone who wants high-zoom performance and big-camera features without the extra size and weight.

Its high-quality Carl Zeiss 10x optical zoom lens makes the Cyber-shot H10 ideal for sports events, family holidays and situations when you want crisp, clear close-ups. Complementing the powerful 10x zoom lens, a new high-power flash illuminates subjects up to 14m away (at wide angle and ISO 3200 settings). There's also a large 3-inch Clear Photo LCD Plus screen for high-quality viewing and easy menu navigation.

The Cyber-shot H10 is also packed with advanced Sony technology to ensure great-looking images in a wide range of shooting situations.

Powered by Sony's responsive BIONZ processor, Face Detection can identify and focus on up to eight faces in a scene, automatically adjusting focus and exposure for clearer portraits.

Ideal for action-packed moments, advanced Sports Shooting mode combines a very high shutter speed with continuous predictive autofocus to freeze fast-moving subjects with reduced shutter lag.

Sony's Double Anti-Blur system captures more atmospheric, natural-looking images without flash when you're indoors or short of natural light. A high sensitivity of up to ISO 3200 is teamed with Super SteadyShot optical image stabilisation for crisper handheld shots – an extra benefit at high zoom settings when camera shake is often a problem.

Ideal for tricky backlit subjects and high-contrast scenes, the D-Range Optimiser (DRO) automatically processes scenes with strong highlights and dark shadow detail to ensure more natural, evenly exposed images.

There's also a range of in-camera re-touching functions, including red-eye reduction to fine-tune images with no need for a PC or special software.

A range of fun playback functions adds extra enjoyment to sharing your photos with friends and family. Images can be viewed on screen as slideshows with a choice of musical accompaniments, and favourite music files can be imported from a linked PC. Connect to your HD television and experience super-size Full HD images with incredible colour and detail. Still images are optimised even further with new BRAVIA televisions and other models that support PhotoTV HD.

Optional accessories include a choice of wide-angle and telephoto conversion lenses plus filters, batteries, travel chargers, sports packs and cases.

## **Availability**

The Cyber-shot H10 digital camera will be available in Europe from the end of March 2008.

- Ends -

## **NOTES TO EDITORS**

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### **About Sony:**

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>.