



Press Release

Weybridge, 25<sup>th</sup> February 2008

## **High spec, high quality, high zoom, small size: The new Cyber-shot H50**

- **9.1 effective megapixels**
- **High power 15x optical zoom Carl Zeiss Vario-Tessar lens**
- **Large 3.0-inch (230K dot) Clear Photo Tilting LCD Plus screen**
- **Enhanced Face Detection for clearer portraits**
- **Smile Shutter**
- **D-Range Optimiser with DRO Plus mode for natural results with high-contrast scenes**
- **Double Anti-blur with Super SteadyShot and High Sensitivity ISO 3200 for clearer low-light shooting**
- **Advanced Sports Shooting mode captures fast-moving subjects**



The feature-packed Cyber-shot H50 digital camera combines superlative imaging quality with extensive manual functions for precise creative control over your images. Compact and easy to handle, it features a tough, scratch resistant finish that enhances the camera's premium feel.

The powerful Carl Zeiss Vario-Tessar 15x zoom lens makes the Cyber-shot H50 ideal for travel and other situations when you want crisp, clear close-ups without the penalty of carrying a big, bulky camera.

The large, high-contrast 3-inch Clear Photo LCD Plus screen tilts up or down, adding an extra dimension of creative freedom when framing shots

at any angle. There's also an electronic viewfinder that provides a convenient alternative to framing shots with the LCD screen.

Powered by Sony's responsive BIONZ processor, Enhanced Face Detection can identify and focus on up to eight faces in a scene, automatically adjusting focus and exposure for clearer portraits. It's complemented by Smile Shutter that detects a smiling face in the frame before automatically firing the shutter.

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. The powerful BIONZ image processor now allows user control over noise reduction in three selectable steps to suit the creative needs of any scene.

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. A new DRO Plus mode analyses individual regions of each image for even better results with less risk of lost high- and lowlight detail.

Extra creative control is provided with Bracket Shooting mode that captures three images with different exposure, white balance or colour mode settings. Photo enthusiasts will also appreciate a choice of five in-camera colour filter effects that offers increased control without the need to invest in glass filters.

After shooting, there's a range of in-camera re-touching functions, including red-eye reduction and special filter effects. It's an easy way to fine-tune images with no need for a PC or special software.

A range of fun playback functions adds an extra dimension to sharing 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. Super-size images can be viewed with incredible colour and detail on a connected HD television. Even better results can be enjoyed with new BRAVIA televisions that support PhotoTV HD for optimised still image viewing.

Supplied accessories include a remote control for shutter release and zooming plus Home, Menu and Control buttons. There's also a range of optional accessories including wide-angle and telephoto conversion lenses, filters, batteries, travel chargers, sports packs and cases.

### **Availability**

The Cyber-shot H50 digital camera will be available from the end of April.

- Ends -

### **For more information, please contact:**

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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>.