

SONY

Press Release

26th December 2007

START HERE FOR BETTER-LOOKING PICTURES: THE GREAT VALUE NEW CYBER-SHOT S730

- **7.2 effective megapixels**
- **2.4-inch LCD screen with wide viewing angle**
- **High Sensitivity ISO 1250 for reduced camera shake**
- **Easy-to-use on-screen function guide**
- **3x optical zoom lens**



Light, compact and beautifully easy to use, the new Cyber-shot S730 presents a great-value entry point to the world of digital photography.

While it's remarkably affordable, the Cyber-shot S730 doesn't compromise on imaging quality. There's a Sony 3x optical zoom lens to bring distant objects closer, while pictures captured with the 7.2 effective megapixel sensor look crisp with superb detail – even blown right up to A3 size.

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The Cyber-shot S730 lets you grab clear, blur-free pictures without the aid of flash if you're shooting in low light or on cloudy days. Selecting 'High Sensitivity' mode on the easy-to-adjust mode dial boosts sensitivity to ISO 1250. This allows shooting at faster shutter speeds to reduce the risk of camera shake, even with moving subjects.

A new multi-point autofocus mode ensures pin-sharp images, even when your subject is moving or isn't in the centre of the frame.

Pictures and camera settings can be viewed clearly on the large 2.4-inch screen. Touching a button switches instantly to Playback mode, making it quick and easy to check pictures during shooting. There's also an on-screen Histogram mode that displays image brightness in graphical form – useful if you're fine-tuning exposure settings for the best possible results.

Even if you're new to digital photography, the Cyber-shot S730 guides you with a handy display of functions like flash, macro and self-timer settings. There's also on-screen advice to help you select the right settings for your chosen subject as selected with the Shooting Mode dial.

The Cyber-shot S730 can even help beginners pick the optimum image size for shooting, depending on your preferred printing paper size and the amount of memory space remaining.

The Cyber-shot S730 will be available throughout Europe from mid January 2008.

- ENDS -

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NOTES TO EDITORS

DSC-S730 key features

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|---------------------|---|
| Pixels | 7.2 megapixels (effective) |
| Sensor | 1/2.5" Super HAD CCD |
| Lens | Sony lens 35-105mm (35mm equivalent): 3x optical zoom 6x Precision Digital Zoom, 14x Smart Zoom |
| Display | 2.4-inch TFT LCD, resolution 112k dots (approx) |
| Battery life | Shooting STAMINA up to 440 shots (with Optional NH-AA battery) |

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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.

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