



Press Release

Berlin, 3rd October 2005

## **SONY ANNOUNCES HIGH QUALITY DIGITAL STILL CAMERA BRIMMING WITH NEW INNOVATIVE FEATURES**

### **8.1 effective Megapixels, Super large 3.0 inch touch-screen LCD and ZEISS 3x Optical Zoom**

The Sony Cyber-shot N1 offers the perfect combination of smooth design, fun shooting and sharing experiences, with superb image quality. The camera features an 8.1 effective Megapixel Super HAD CCD, the highest ever resolution for a super compact Cyber-shot. The massive 3.0 inch Clear Photo LCD Plus screen also features a handy touch-screen operation, again two more firsts for a Sony Cyber-shot. The Carl Zeiss Vario-Tessar 3x



Optical Zoom lens produces sparkling, sharp images - and it's all packaged in a compact aluminium body that's only 22.7mm slim. Great new viewing technologies, Pocket Album and Slideshow with Music features, ensure the most enjoyable and varied shooting and sharing experience ever from Sony.

#### **The big screen you can touch**

The large hybrid 3.0 inch touch-sensitive LCD on the Cyber-shot N1 makes this stylish digital camera even easier to use, allowing you to operate various functions when shooting and playing back by simply touching the LCD screen. For example with the Free Spot AF function, you can focus on an object directly by just touching it on the LCD screen. Likewise, functions like menu, playback, forward and reverse can be controlled by just touching or tracing a finger across the LCD screen. The paint and stamp function is great for families: using the supplied stylus, artistic and decorative final touches can be added to photos.

The brand new Clear Photo LCD Plus technology greatly improves the resolution and brightness of the 3.0 inch LCD screen. The improved 65% NTSC colour ratio leads to clearer and more vivid picture quality. The LCD incorporates a smooth anti-reflection layer, for a better image quality than conventional textured layers. It also suppresses reflections more effectively to increase the display contrast, especially outside in bright sunlight. Perfect for sharing photographs with friends and family.

#### **View and share pictures, wherever, whenever**

Imagine how heavy a photo album carrying 500 of your favourite photos might be! The new Pocket Album feature from Sony allows you to carry and view up to 500 of your favourite still photos on the camera's large LCD screen. A separate, internal memory is dedicated to holding your pictures in VGA size thumbnails,

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which means you can view them whenever you want. The internal Pocket Album is a great way to share memories and tell a story with friends. In addition to sharing on the large LCD screen, images can be viewed on a connected TV screen. When the maximum capacity is reached, the oldest images are automatically deleted to make space for new ones (individual images can be protected from deletion). Of course, images are also stored in full high resolution on optional Memory Stick Duo™ or Memory Stick PRO Duo™ for you to save on a PC or print out.

### **Truly dynamic slide shows**

In addition, the Cyber-shot N1 features a Slideshow with Music function for a truly rich slide show experience. It brings your pictures to life by playing them back in a variety of slide show styles: select from 'Active', 'Simple', 'Stylish' and 'Nostalgic' modes and your pictures will be shown at random accompanied by a choice of four pre-set background music melodies to complement the mood. You can even add background music of your own choice using the supplied Picture Package software. You can select the Music Transfer function to add your own music (MP3 or CD music) to the camera's internal memory to further personalise your slide shows. To make the very best of your memories, the camera goes one step further, blending and zooming in and out on images for a truly dynamic, movie-like slide show. You don't even have to wait to get home to enjoy this great feature—just switch to Slideshow with Music mode and the camera does the rest! There is also a 'Normal' function for playback without mood music.

### **Sony and Carl ZEISS in partnership**

The brushed aluminium metal body of the Cyber-shot N1 boasts smooth lines and modern styling and houses a Sony developed 8.1 effective Megapixel Super HAD CCD, combined with a Carl Zeiss Vario-Tessar 3x Optical Zoom lens, to ensure crystal clear shots every time. If you need to zoom even more, no problem: the camera features a 6x Precision Digital Zoom, and a 15x VGA Smart Zoom to help you view subjects near and far. With the 16:9 shooting mode you can even shoot wide-screen images for playback on your wide-screen TV.

### **High sensitivity for reduced blur**

Picture blur is significantly reduced because of the high sensitivity capability of the Cyber-shot N1. Traditionally this would lead to an increase in noise, however utilising the newly developed Clear RAW NR feature, the signal to noise ratio is greatly improved. The Clear RAW NR original algorithm system reduces colour and luminance noise, enabling shooting with significantly higher sensitivity (up to ISO 800). This ensures images with less noise and finer detail. This is especially beneficial when shooting in low-light conditions, or when shooting moving objects.

### **Stylish shooting on the go**

A fun photographic experience comes as standard with the Cyber-shot N1. Despite its huge LCD screen, its light and compact body weighs in at only 151g\*. It's a perfect size to drop into a bag so you never miss a single photo opportunity with friends and family, or a fabulous view or memories from your latest holiday. Whatever the occasion, there is bound to be a suitable setting to capture it amongst the eight pre-set Scene Selection modes, including Twilight, Snow and Beach functions. Just choose your preferred mode: the shutter speed and exposure has all been pre-set for worry-free and convenient shooting. The

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Cyber-shot N1 also features a manual exposure if you feel like being a little more creative.

### **Always ready**

Battery performance is not a problem for the Cyber-shot N1 - with its improved Sony STAMINA technology, you can take up to 300\*\* shots on a single charge of the supplied Lithium battery. To keep up with the shooting ability the camera offers, its Real Imaging Processor provides a very quick camera response time. If you do run out of power, just charge it up again with the supplied battery charger.

### **Greater Appeal**

The Cyber-shot N-series also features PictBridge, the standard for printing directly to compatible PictBridge photo printers, such as the Sony DPP-FP50. The optional Cyber-shot Station makes charging and connecting to a PC, printer or TV even simpler. A greater range of optional accessories are available for the Cyber-shot N1, including a leather case, and a new Marine housing for underwater shooting down to 40m, complete with basic control functionality (as a substitute for the standard touch-screen operation).

### **Your language**

Sony has increased the choice of local menu languages to a staggering 15 on the Cyber-shot N1, another great solution to ensure easier operation. Menu languages now include: English, French, German, Italian, Spanish, Portuguese, Dutch, Russian, Swedish, Norwegian, Danish, Finnish, Polish, Hungarian, and Czech.

The Cyber-shot N1 finished in silver aluminium will be available throughout Europe from late November 2005.

- ENDS -



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## NOTES FOR EDITORS

Please find below further details about products and services highlighted in the Press Release:

### Design

The rounded-off squared body design was inspired by the simple functionality of the Touch-screen. The entire back of the Cyber-shot N1 is finished in a glossy black, with key controls lit in blue for ease of use. The front is dressed in an elegantly machined aluminium fascia surrounding the two-tone lens barrel. The sharp contrast of Silver and Black gives the Cyber-shot N1 a unique cool yet solid style.

### Real Imaging Processor benefits

The Real Imaging Processor was designed by Sony to provide a faster start-up time, enhanced colour reproduction and an improved signal to noise ratio, resulting in greatly improved picture quality and camera operation. Burst mode shooting is possible thanks to the Real Imaging Processor as well as a beneficial effect on the battery performance of the Cyber-shot N1. It also makes high-resolution video possible, recording footage in MPEG Movie VX Fine (640 x 480, 30 frames per second) format – the recording time is only limited by the capacity of your optional Memory Stick PRO Duo™ media.

### Flexibility

The camera has several advanced Auto Focus (AF) options including Multi-Point (5 points), Centre Weighted, Spot and Free Spot (using touch-panel), as well as options for Saturation, Contrast and Sharpness. Further flexibility is included with a variety of Light Metering, Flash, White Balance and Burst Modes. The live Histogram feature shows the luminance distribution of the image as a graph in the LCD, a great tool to judge the correct exposure.

### Memory

Worry-free shooting is a reality with the Cyber-shot N1's 26MB internal memory. Now not only can you shoot and store pictures on an optional Sony Memory Stick Duo™ or Memory Stick PRO Duo™, but with the internal memory you can be safe in the knowledge you will never miss a great photo opportunity again. An extra separate internal memory is allocated to the Pocket Album feature.

### Connectivity

Options for connectivity include Hi-Speed USB 2.0 and an enhanced version of the PictBridge interface provides a way for the Cyber-shot N1 to connect directly to a compatible printer without the need for a PC. A/V connectivity allows connections to a TV for playback and sharing of images, MPEG Movie VX Fine movies, the Pocket Album feature and the Slideshow with Music feature. The optional Cyber-shot Station makes charging and connecting to a PC, printer or TV even simpler.

### Accessories

Sony also includes a variety of accessories with the Cyber-shot N1. These include a rechargeable Lithium Battery, Battery Charger, Wrist Strap, a CD containing software (including Picture Package with Music Transfer) and USB driver, as well as an AV and USB multi-use terminal cable.

### Key specifications:

#### Cyber-shot N1

- 8.1 effective Megapixels
- Clear Photo LCD Plus (3.0" Hybrid, 230k pixels)
- Touch Screen Easy Operation
- Carl Zeiss Vario-Tessar Lens
- 3x Optical Zoom, up to 15x Smart Zoom, 6x Precision Digital Zoom
- High Sensitivity for Reduced Blur (ISO800)
- Pocket Album
- Slideshow with Music
- Free Spot AF by Touch Screen
- Clear RAW NR (Noise Reduction)
- Quick Operation (Start-up 1.65sec, Shutter Time Lag 0.28sec, Shutter Release Lag 0.01sec)
- Stamina Battery Life (approx 300\*\* shots)
- Compact High Quality Aluminium Body
- Real Imaging Processor
- Paint on Image
- 16:9 Mode for Wide Screen TV
- Internal Memory 26MB (plus extra internal memory for Pocket Album feature)

- 100% LCD Field of view
- MPEG Movie VX Fine with Audio
- Histogram Indication
- AF Illuminator
- USB 2.0 High Speed Transfer
- Scene Selection Modes (8)
- Cyber-shot Station Compatible (optional)
- PictBridge Compatible
- 15 Menu Languages (English, French, German, Italian, Spanish, Portuguese, Dutch, Russian, Swedish, Norwegian, Danish, Finnish, Polish, Hungarian, Czech)

\* 185g including battery and wrist strap

\*\* The measurement method is based on the CIPA standard (CIPA: Camera & Imaging Products Association).

Subject to errors and technical changes.

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In addition, for any queries about Sony in your respective country, please contact your local Sony PR office.

#### 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 Consumer Brands. Sony recorded consolidated annual sales of EUR 53.43 billion (yen 7,160 billion) for the fiscal year ended March 31, 2005 and it employs approximately 151,400 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.03 billion (yen 1,613 billion) for the fiscal year ended March 31, 2005, based on an average market exchange rate for the same period of yen 134 to the EUR. 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 8.87 billion for the fiscal year ended March 31, 2005.

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