



# 2002-2003 DIGITAL STILL CAMERAS TRAINING GUIDE

## SMARTER CAMERAS MEAN BETTER PICTURES



COMPACT CYBER-SHOT® SERIES

**SONY**



# CYBER-SHOT® CAMERAS TURN DIGITAL TO DAZZLE.

Compact Cyber-shot® Series digital cameras are Sony's go anywhere, easy-to-use solution that lets you confidently capture great photos the first time, every time. Cyber-shot® cameras DSC-P9, DSC-P7 and DSC-P2 are feature-rich, convenient and compact – delivering point & shoot simplicity and outstanding image quality.

- **Slim and Trim:** Sony's miniaturization give Compact Cyber-shot® cameras their slender size without sacrificing performance. The magnesium body, compact battery and retracting lens realize a compact, go anywhere size packed with imaging quality.
- **Easy to Use:** The Cyber-shot® camera's intuitive controls and sleek, sophisticated body design make it easy to start taking pictures.
- **Superb Images:** The lens system takes full advantage of Sony's high resolution CCDs to optimize image quality.
- **Sharp Focus:** Smart Auto Focus system includes precise, automated features that make taking great photos a snap.
- **Accurate Exposure:** Advanced TTL (through the lens) Pre-flash light metering and Multi-Pattern Measuring features ensure that images are properly exposed in any setting.
- **Fully Equipped and Ready to GO!** Everything's right in the box, including USB and video connectors, rechargeable long-life InfoLithium® battery, AC adapter/in camera charger and Memory Stick® media.

## Cyber-shot DSC-P9



The DSC-P9 combines a compact body with professional level features that deliver high-quality pictures.

STEP-UP  
FEATURE

Effective  
40  
MEGA  
PIXELS

1/1.8" 4.0 Megapixel  
Effective Super HAD™  
CCD, 4.1 Megapixel Gross:

Super HAD CCDs provide excellent image quality by allowing more light to pass to each pixel, increasing sensitivity and reducing noise for crisp, clear images. Prints up to 8.5" x 11.4" sizes at 200 dpi.

## Cyber-shot DSC-P7



The DSC-P7 helps you make the most of every picture with advanced features and point-and-shoot simplicity.

STEP-UP  
FEATURE

Effective  
32  
MEGA  
PIXELS

1/1.8" 3.2 Megapixel  
Effective Super HAD™  
CCD, 3.3 Megapixel Gross:

Super HAD CCDs provide excellent image quality by allowing more light to pass to each pixel, increasing sensitivity and reducing noise for crisp, clear images. Prints up to 7.7" x 10.2" sizes at 200 dpi.

14-bit  
DXP

**14-Bit DXP:** Capture a higher range of highlights and shadows for increased contrast and detail.

## Cyber-shot DSC-P2



The DSC-P2 is not only compact. It's complete. Go from digital to dazzle with a mountain of performance in so little space!

Effective  
20  
MEGA  
PIXELS

1/2.7" 2.0 Megapixel  
Effective Super HAD™  
CCD, 2.1 Megapixel Gross:

Super HAD CCDs provide excellent image quality by allowing more light to pass to each pixel, increasing sensitivity and reducing noise for crisp, clear images. Prints up to 6" x 8" sizes at 200 dpi.

PRECISION  
DIGITAL  
6x  
ZOOM

**3X Optical / 2X Digital / 6X Total Zoom:**

Total zoom range of 6X brings distant subjects closer & pulls back for wide shots.

**True Zoom Optical Viewfinder:** View your subject in the viewfinder while zooming in/out.

WHEN YOU'VE GOT A PICTURE TO TAKE,  
SONY COMPACT CYBER-SHOT® CAMERAS WILL DAZZLE.



# SONY TAKES BETTER PICTURES. EVERY TIME.

Sony revolutionized the digital camera world with the introduction of the FD Mavica® camera, and has remained the market leader in digital innovations that have improved ease-of-use, power efficiency, ergonomics and overall image processing ever since.

At the foundation of Sony's digital still camera solution are 6 "building blocks": **1-2-3 Design**, **Optics**, **CCD**, **Image Quality**, **Power Management** and **Media**, working together seamlessly to deliver great pictures, every time.



## MEMORY STICK MEDIA

*Memory Stick®: Your Digital Solution.*

- Cyber-shot® cameras save your pictures on supplied Memory Stick® media.
- **Convenient and compatible with over 20 million compatible devices**, the Memory Stick® media can be removed from the camera and plugged directly into compatible printers, TVs, notebooks, desktops, Handycam® Camcorders®, CLIE™ handhelds and more!
- Memory Stick® media\* is available in **sizes up to 128MB**, big enough to hold hundreds of JPEG pictures and MPEG movies.
- You and your customers can take and review pictures right on the sales floor without a Memory Stick® media inserted!

SALES TIP

\*Available storage capacity may vary and a portion of the memory is used for data management functions.



## POWER MANAGEMENT

*Always Ready!*

- High-capacity rechargeable **InfoLithium® battery** and **AC Adapter/in camera Charger** included!
- Sony's **AccuPower™** meter technology optimizes battery life, and eliminates the "memory effect" that can shorten operating time, and displays time remaining in minutes.



## OPTICS

*Professional Grade Optics – Where Great Pictures Start.*

- Sony's high quality lens and high resolution CCD are designed as an integrated system for optimal image quality.
- **Precision Optical and Digital Zoom** capabilities frame the shot and deliver accurate magnification.
- NEW** • **Multi-Point AF (Auto Focus)** automatically analyzes 3 separate areas in the frame to achieve more precise focus than a single point sensor is capable of.
- **AF (Auto Focus) Illuminator** illuminates the subject to establish focus, even in low and no-light conditions.

## 1-2-3

## DESIGN

*Superb Design, Incredible Ease-of-Use.*

- **Slim & Trim** – Compact Cyber-shot® cameras go anywhere, and fit any pocket or purse.
- **Ergonomic Design** – Easy to use interface with intuitively placed controls and menus
- **Magnesium Body** – Light weight, highly rigid, and beautifully finished design
- **Eye-level Optical Viewfinder** and **LCD Screen** provide accurate framing and stability.
- **USB Connection** – Plugs into most any PC or Macintosh® for fast & easy image transfer.



## CHARGE COUPLED DEVICE

*Better CCDs = Bigger, Better Quality!*

- Sony's **Super HAD™ CCDs** deliver better image quality by allowing more light in, increasing sensitivity, and reducing noise.
- The Cyber-shot® camera DSC-P9 delivers **4.0 Megapixels** for 2272 x 1704 image size capability.
- Sony's powerful CCD image sensors are some of the most widely used in the industry – we know how to make the best CCDs for higher resolution, less distortion, and superb image quality.

STEP-UP FEATURE



## IMAGE QUALITY

*Smart Features Deliver Quality Photos Every Time.*

NEW

NEW

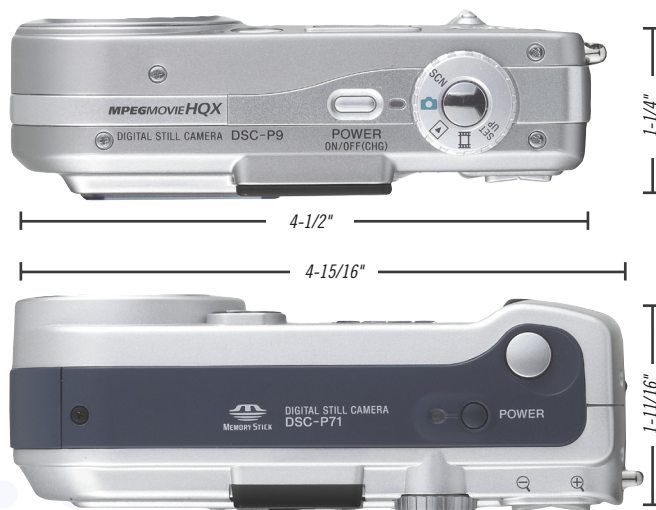
NEW

- Sony's innovative **Multi-Pattern Measuring** meters 49 independent areas in the frame, delivering perfect exposure even with pronounced shadows and highlights.
- **TTL (Through the Lens) Pre-Flash Metering** calculates exposure accurately through the lens, right at the CCD.
- 3 pre-set **Scene Modes** (Twilight, Twilight Portrait and Landscape) provide proper exposure in challenging light situations.
- During long Twilight mode exposures, **Slow Shutter Noise Reduction** captures the scene, and then the CCD noise pattern with a dark frame exposure. By subtracting the two, even long exposures can be almost noise free.

# 1·2·3 SUPERB DESIGN FOR INCREDIBLE EASE-OF-USE.




## UNIQUELY DIFFERENT.

Fits right, in the palm of your hand. Compact Cyber-shot® cameras feature unique construction to pack high performance in super slim dimensions. While maintaining the easy handling design of other Cyber-shot® models, the Compact P series minimizes depth to fit most any pocket or purse. Lightweight magnesium body, compact **InfoLithium® C battery** and a specially designed retracting lens make it possible.



## GET STARTED RIGHT OUT OF THE BOX.

Digital photography doesn't have to be confusing or intimidating. Even though Compact Cyber-shot® cameras feature powerful focus and exposure control technologies, they operate "behind the scenes" so the user friendly interface doesn't require a steep learning curve. The streamlined menu system and mode dial is easy to understand within the first couple of uses – even when operating advanced features. Your customers will appreciate how quickly they get up and running.

SET UP    SCN

*Cyber-shot camera's easy reference, intuitive user interface requires no special technical skills.*



*Optional HVL-FSL1 Slave Flash Shown*

## SEEING IS BELIEVING.

Sony's eye-level optical viewfinder provides accurate framing and stability to help you compose better pictures and the 1.5" 123K pixel LCD Monitor automatically adjusts to low light or glare for excellent viewing and playback.

## PUTS PICTURES ON THE PC, PRONTO.

Cyber-shot® cameras come with a supplied USB connector, so that transferring images and MPEG movies onto the PC is seamless, fast and incredibly simple. Putting images onto the computer for printing, sharing and editing is completely hassle free.

**Cyber-shot cameras are PC and Macintosh® compatible.**

### Operating systems:

Microsoft Windows® – 98, 98SE, Me, XP Home & Pro, 2000 Professional

Macintosh® – OS 8.5.1, 8.6, 9.0, 9.1, 9.2, 10.0, 10.1



Cyber-shot



## TAKE CYBER-SHOT® CAMERAS FOR A “TEST DRIVE.”

Compact Cyber-shot cameras offer stylish design and intuitive controls. This high degree of ease-of-use creates an immediate, positive response when people see, pick-up and start taking photos with the Cyber-shot cameras.

***We recommend that you get your customers using the camera!*** Try it! Let your customer push the shutter button, take a picture, press “review”  on the control button to let the customer see how easy it is to take great pictures.



*No Memory Stick® media to demo?  
No problem!*



*You can demonstrate how to take and review  
great pictures and videos  
without a Memory Stick media inserted!*



*Demo the Cyber-shot camera & make the sale!*



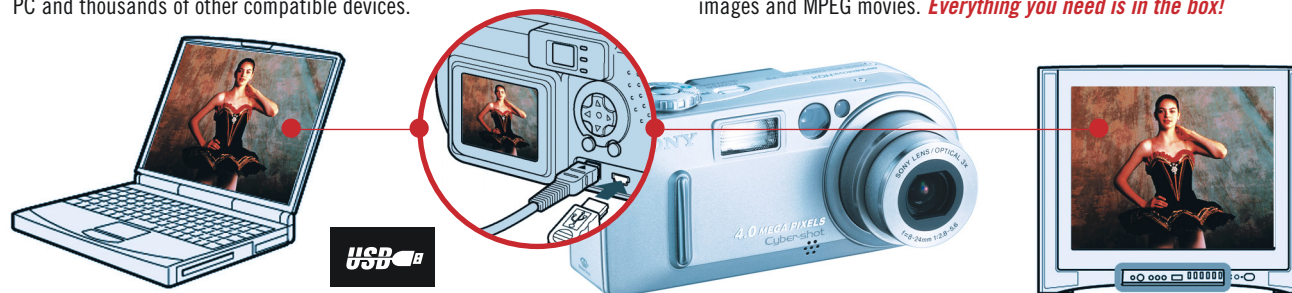
## SONY HAS REVOLUTIONIZED HOW PEOPLE THINK ABOUT DIGITAL PHOTOGRAPHY.

## DID YOU KNOW?

## WITH COMPACT CYBER-SHOT CAMERAS, IT'S EASY TO KEEP CONNECTED.

Cyber-shot® cameras connect directly to your PC via the Universal Serial Bus (USB) terminal and supplied cable, for fast transfer of your photos onto your PC and thousands of other compatible devices.

The video output and supplied cable allow for easy connection to your TV (NTSC/PAL monitors) and other video devices for convenient playback of still images and MPEG movies. ***Everything you need is in the box!***





# SONY OPTICS: WHERE GREAT PICTURES START.

## SONY PROFESSIONAL GRADE LENSES GET THE LIGHT RIGHT.

Sony cameras take better pictures because right from the start, Cyber-shot® camera's quality lens system and high resolution Super HAD™ CCDs are designed as an integrated system, for optimal precision. The result? Incredible detail that is captured and delivered to the image sensors more accurately.



## SMART AUTO FOCUS SYSTEM MAKES EVERY SHOT SHARP.

By analyzing 3 separate areas of focus in the frame, the **Multi-Point AF (Auto Focus)** feature intelligently determines the proper focus setting on the subject, instead of the background – all in a blink of an eye!



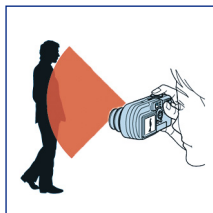
Multi-Point Auto Focus determines focus at 3 points for precise images



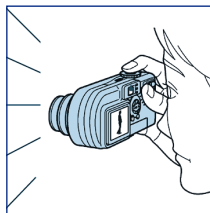
Single point Auto Focus may not focus on the intended subject (as shown above)



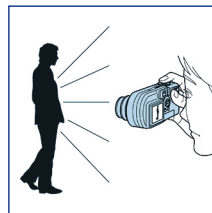
The **AF (Auto Focus) Illuminator** illuminates your subject in low and no-light conditions to accurately establish and maintain focus in difficult situations that competitive cameras can't handle.



Amber light illuminates the subject



Focus is established properly at the camera



Focus is accurate virtually every time



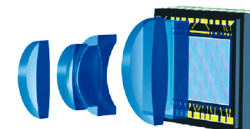
## PRECISION ZOOM CAPABILITIES CAPTURE THE EXACT PICTURE YOU WANT.

Whether capturing vacation landscapes or focusing on your little center fielder, Sony's Optical Zoom lenses and precision Digital Zoom get the shots you want! The Cyber-shot® cameras' Optical Zoom lenses offer adjustable focal length, so you can fill the frame with the magnified subject matter that you really want. For additional zoom, the Compact Series' precision Digital Zoom let's you extend the results even further with minimal effect on image quality.

<i>What you see through the viewfinder (no zoom):</i>	<i>Precision Optical Zoom:</i> Same as traditional camera lenses zooms by changing the focal length of the lens	<i>Digital Zoom:</i> Magnifies the subject on the CCD with virtually no digital artifacts, providing crisp and clear images
	 3X Precision Optical Zoom	 Precision 2X Digital Zoom – 6X Total Zoom

## COMPACT LENS DESIGN

Cyber-shot® Compact Series cameras are some of Sony's slimmest, thanks to the ultra thin lens system. The 2-step design allows the lens to retract into itself before retracting into the camera – so it's just a little more than 1" (26.6mm) deep when stored. Even with it's slim design, this all-glass lens incorporates 7 Elements in 5 groups for razor sharp image quality and 3X Optical Zoom.



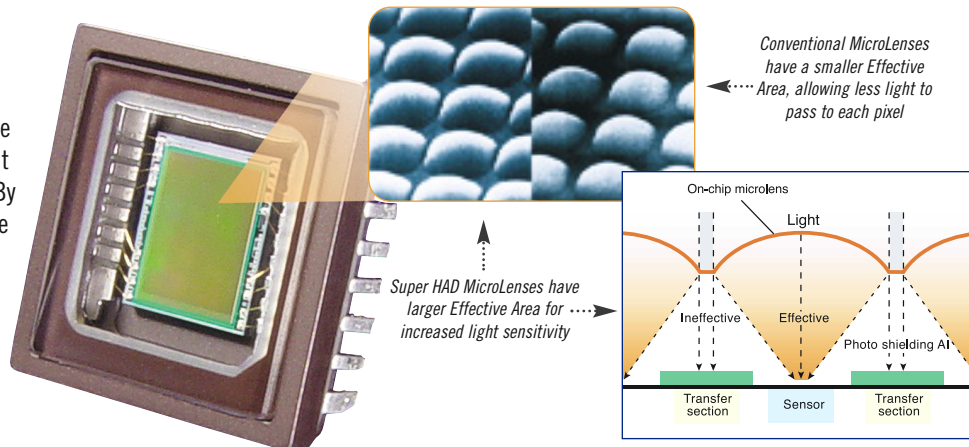




# BETTER CCDs MEAN BETTER PHOTOGRAPHY!

## REVOLUTIONARY CCD DESIGN PROVIDES BETTER PICTURES.

Sony's exclusive **Super HAD™ (Hole Accumulation Diode) CCDs** have unique technology to dramatically improve light sensitivity and reduce digital "noise." By optimizing each pixel's micro-lens, more light can reach each pixel. Because Super HAD™ CCDs can use more of the available light, your customers can enjoy better low light photography. And because digital noise is reduced, images are more dynamic and life-like.



## SALES TIP!

Sony's exclusive Super HAD™ CCD image sensors offer advanced technology – providing your customers with these significant benefits:

- **Larger Pixel Aperture** – allowing more light to reach each pixel on the CCD
- **Increased Sensitivity** – the shape of the micro lens on each pixel optimizes sensitivity to light
- **Reduced Noise** – digital noise is minimized

## SONY CCDs MAKE MORE SENSE. LITERALLY.

All digital cameras have CCDs – but not all CCDs are created equal. Sony-manufactured CCD image sensors are some of the most widely used in the industry today, and are recognized as the standard for precision manufacturing and technical innovation. We are the leading manufacturer and supplier of CCDs to the industry because our image sensors achieve greater light sensitivity, yielding superb digital photographs with clear color and crisp details.

STEP UP  
FEATURE

Effective  
40  
MEGA  
PIXELS

With its high resolution 4.0 Megapixel CCD, the Cyber-shot® camera DSC-P9 captures images in 5 different sizes, up to QXGA (2272x1704 image size).

Cyber-shot

## DID YOU KNOW?

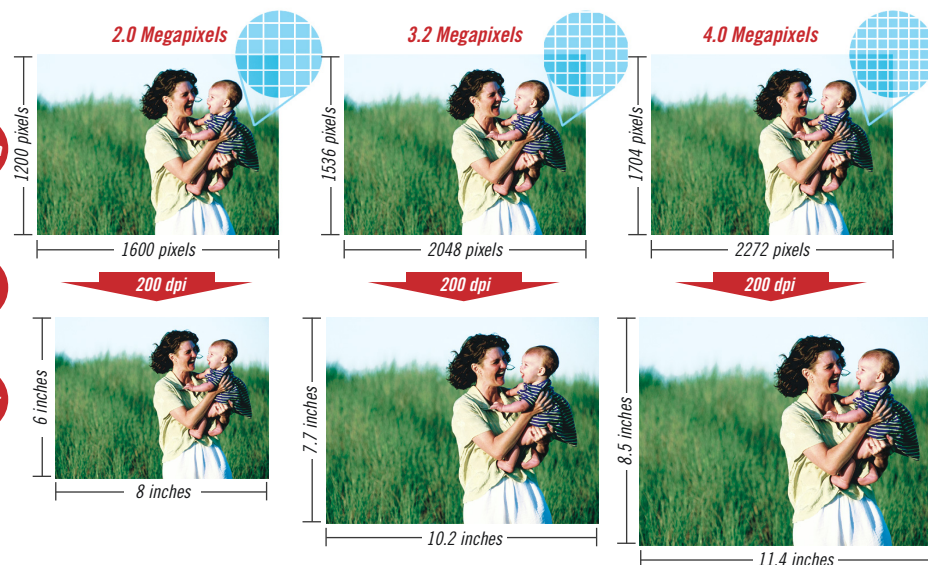
## COMPARING IMAGE RESOLUTION & PRINT RESOLUTION

**Image Resolution** refers to the number of pixels used to record by the camera. A Megapixel refers to one million pixels. By recording more and more Megapixels, the image has more information for detail and clarity.

But how many Megapixels are needed depends on how the image will be viewed or printed. Because print size is measured in inches, the recorded pixels are divided by the output size – known as pixels (dots) per inch or **dpi** to get **Print Resolution**.

### Standard Resolutions

72 dpi: PC Screen Resolution  
200 dpi: High Quality Print  
300 dpi: Photo Quality Print



As you can see, the image resolution needed for a given print resolution depends on the desired print size. The larger the output, the greater the number of Megapixels required. The diagram above shows what you can expect.

\* Sample photography simulated.



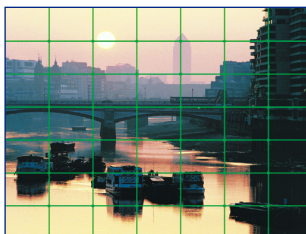
# SUPERB PHOTOS ARE A SNAP.

Sony Compact Series Cyber-shot® cameras offer the convenience of “point and shoot” for novices and experts alike. Smart features and cutting-edge technologies offer advanced automation that take into account light, distance and contrast; taking the guesswork out of taking great pictures.



## ACCURATE LIGHTING AND EXPOSURE AUTOMATICALLY.

49 areas in the frame are independently metered by the **Multi-Pattern Measuring** feature to ensure that the exposure is correct every time, even when pronounced shadows and highlights are not in the center frame.



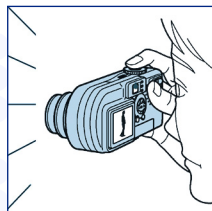
**TTL (Through the Lens) Pre-Flash metering** sends a momentary pre-flash to the subject so it can be calculated more accurately through the lens, right at the CCD.



Pre-flash sent out to subject



Subject illuminated and reflected light is received



Exposure is calculated at the lens

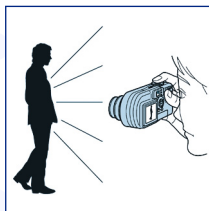


Image is processed accurately at the CCD



## UP TO 14-BIT DXP IMAGE PROCESSING DELIVERS LIFE-LIKE IMAGES WITH BETTER DETAIL.

Our **Digital EXtended Processors** (12-bit: DSC-P2; and 14-bit: DSC-P9 and DSC-P7) capture the range between highlight and shadow with up to 16,384 values, for extended dynamic contrast and detail.

10 bit = 1,024 values

12 bit = 4,096 values

14 bit = 16,384 values



10-bit = 1,024 values

12-bit = 4,096 values

14-bit = 16,384 values

Delivers 16 times more color shadings than the current industry-standard (10-bit)

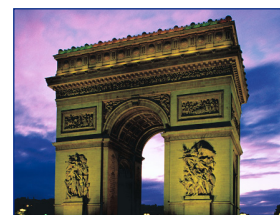


## BETTER PICTURES, NO MATTER WHAT THE SETTING.

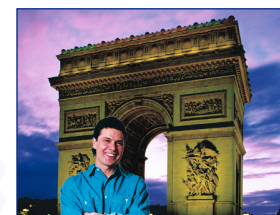
Sony Cyber-shot® cameras offer 3 pre-set scene modes to match shooting conditions. **Twilight**, **Twilight Portrait** and **Landscape** Auto Exposure options quickly and easily set proper exposure, shutter and depth of field in a variety of environments.



**Landscape Mode:** Focuses on far off subject matter.



**Twilight Mode\*:** Slower shutter speed captures additional light in dark conditions.

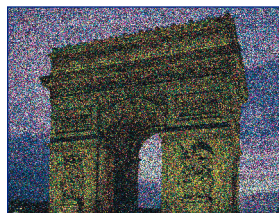


**Twilight Portrait Mode\*:** The flash automatically engages so people in the foreground will be properly lit up.

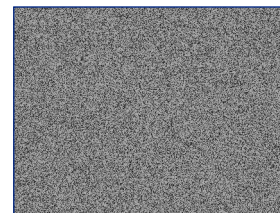
\*For best results, place camera on a tripod in these modes.



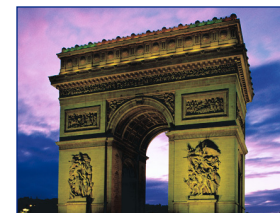
Cyber-shot camera's **Slow Shutter Noise Reduction** (when using the Twilight Modes) automatically adjusts for slow shutter speeds in low light settings so even long exposures (up to 2 seconds) are clear. Previously found only in more expensive cameras, this process captures two exposures, the second subtracting the noise pattern from the initial shot, resulting in a final beautiful photograph that is virtually noise-free.



Initial image capture (noise simulated)



Secondary capture of Visual Noise



Noise subtracted, resulting in ideal exposure

# CYBER-SHOT CAMERAS DELIVER PROPER EXPOSURE.



## WANT MORE? CYBER-SHOT® CAMERAS OFFER TONS OF COOL OPTIONS!

**How about movies? Stop action photos? Animations?** Cyber-shot cameras provide in-camera editing tools and other cool options to do more with your photography, and make the most of your memories.



### MAKE MPEG MOVIES WITH YOUR SONY DIGITAL STILL CAMERA!

Cyber-shot cameras offer three MPEG movie modes: Video-Mail (160 x 112 frame resolution, 8.3 fps), Presentation (320 x 240, 8.3 fps), and High Quality HQX mode (320 x 240, 16.6 fps) for more natural motion and full-screen playback. Capture up to 90 minutes of moving pictures and audio with Sony's MPEG Movies (128MB Memory Stick® media).



### CLIP MOTION™ ANIMATION

Create an animated sequence of up to 10 images right in the camera, for use on web pages, presentations, or email to friends and family. Formatted as an animated GIF with 2 fps playback for cool motion capture effects.

#### Resolution/Frames:

**Normal Mode:** 160 x 120 pixels – Maximum of 10 frames can be captured

**Mobile Mode:** 120 x 108 pixels – Maximum of 2 frames can be captured



#### DID YOU KNOW?

### ADVANCED PHOTOGRAPHIC TOOLS

In addition to all these great features that virtually automate perfect exposure, Compact Cyber-shot® cameras also offer advanced features that provide manual control over exposure – including:

- **Variable EV**
- **Flash Output Level**
- **Adjustable Sensitivity** (sometimes known as ISO)



### MULTI-BURST MODE

Captures up to 16 frames (320 x 240) as part of a single 1280 x 960 image which plays back sequentially in the camera. Selectable frame intervals (1/7.5, 1/15, 1/30 sec.) provide convenient motion analysis.



### PICTURE EFFECTS

Add fun and creativity to your images! Cyber-shot cameras offer in-camera, pre-programmed **Picture Effects**, including **Black & White**, **Sepia**, **Negative Art** and **Solarize** to change the look and feel of your images.



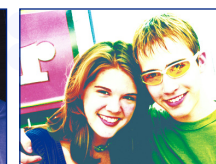
Black and White



Sepia



Negative Art



Solarize



### PLAYBACK ZOOM & TRIM

Even if you didn't compose the picture just right, Cyber-shot® cameras still give you control. In the playback mode, you can use the zoom lever to enlarge the image up to 5x, and use the 4-way menu control to navigate up/down/left/right. Then, press the Menu button, select "Trimming" and select the desired resolution to save as a new image – you've recomposed the picture without a PC! If you're printing direct without a PC, Zoom & Trim gives you the control you need!



Original Photo



5X Playback Zoom



### VOICE MEMO

A picture says it all, but a picture with audio tells it even better. In the **Voice Memo mode**, audio is also recorded at the same time as the still image. You can capture up to 40 seconds of audio per image to add narration or use it to vividly record the shooting situation with audio.

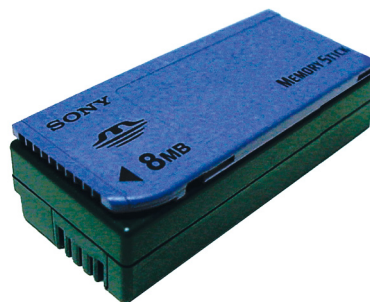
ACCURATE FLASH. EVERY TIME.



# TAKE MORE PICTURES WITH SONY'S ADVANCED POWER SYSTEM.

## SMALL SIZE, PLENTY OF POWER.

To realize their super slim size, Compact Cyber-shot® cameras utilize Sony's unique **InfoLithium® C battery**. Amazingly compact – just the size of 4 Memory Stick media cards – this battery is powerful enough to provide over 60 minutes of shooting, depending on mode.



## RECHARGEABLE BATTERY AND AC ADAPTER / CHARGER. SUPPLIED.

Sony Compact Cyber-shot Series cameras are supplied with InfoLithium C battery, and **AC-LS1 AC Adapter/Charger** for long battery life and flexible operation – right out of the box! The AC-LS1 not only charges a fully depleted battery in just 2 hours, it also provides stable power during USB download.

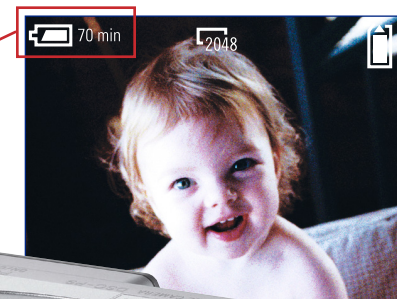
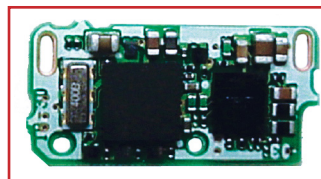


AC Adapter/Charger (AC-LS1) included for flexible operation.

## ADVANCED POWER MANAGEMENT AND EFFICIENCY.

Sony's **InfoLithium® battery** combines **Information** and **Lithium** technology to create a uniquely advanced power source. The Lithium Ion design eliminates the "memory effect" of other batteries, which tend to lose capacity if not fully drained before each charge. InfoLithium® batteries also contain an IC control interface to communicate charge information to the Cyber-shot camera's **AccuPower™ Meter**, which displays remaining battery life, right to the minute!

CPU



## SALES TIP!

### A Sony Stamina Starter Kit (ACC-CSP2)

makes the most out of a compact Cyber-shot® camera purchase and is a natural recommendation. The kit includes a carrying case, InfoLithium C series battery and Memory Stick® media carrying case.

Note: Memory Stick media and PC Card Adapter sold separately.



Cyber-shot





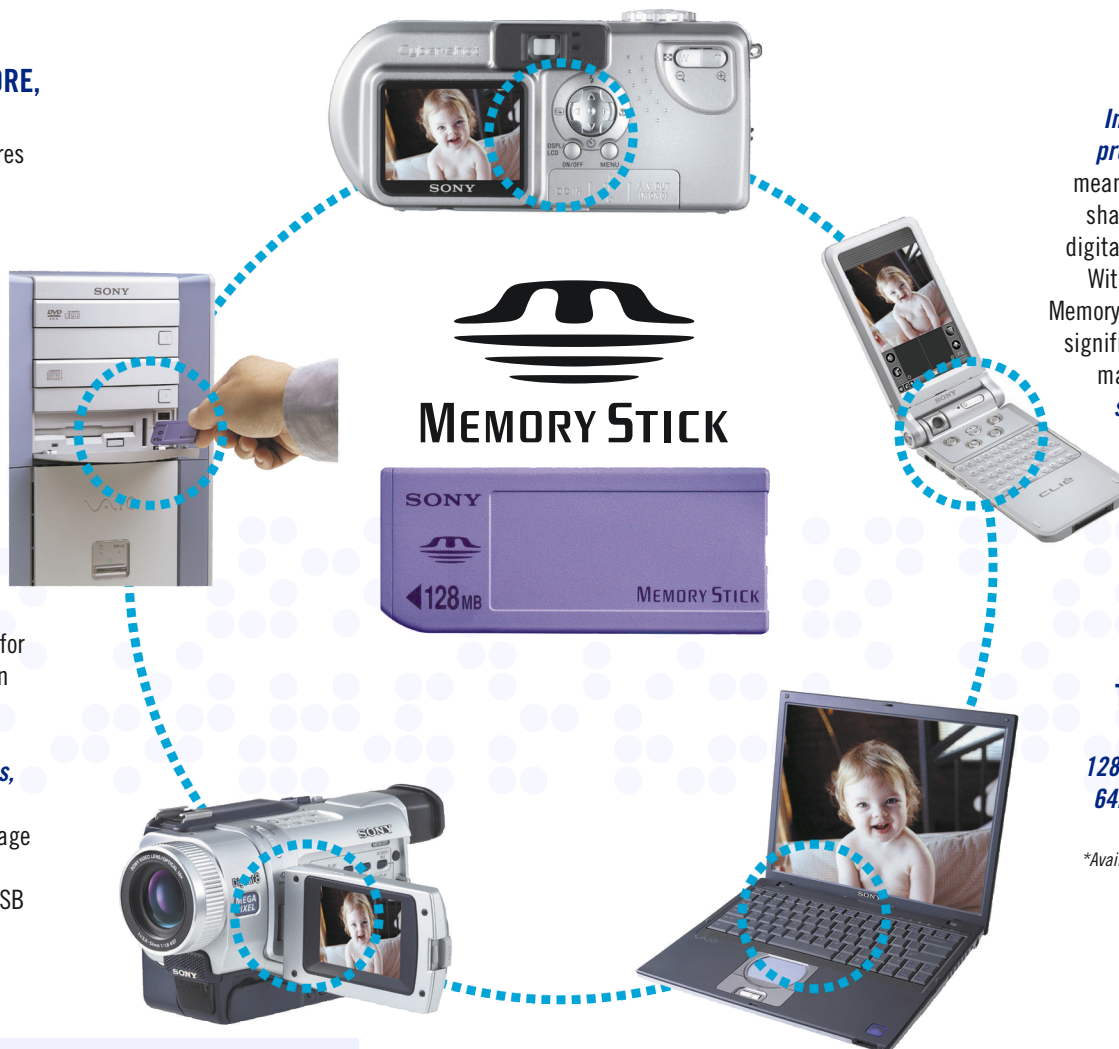
# MEMORY STICK® MEDIA: YOUR DIGITAL SOLUTION.

## IT'S EASY TO SHOOT, SAVE, STORE, PRINT, EMAIL & SHARE.

Cyber-shot® cameras save your pictures on supplied **Memory Stick® media**, conveniently holding hundreds\* of pictures — it's your digital film! It slides right out of the camera and into over 20 million compatible devices, including televisions, notebooks, desktop PCs, printers, Handycam® Camcorders®, CLIE™ handhelds and more!

## COMMON THREAD OF THE DIGITAL LIFESTYLE

Introduced in 1998, Memory Stick® media is small, durable, and perfect for storing and transferring data between compatible digital devices. You can **quickly and easily share digital still images, MPEG movies, presentations, documents, and spreadsheets from device to device**. Capture a JPEG image or MPEG movie from your Sony Cyber-shot® camera connect the supplied USB cable and share it with family and friends around the world through the Internet.



## SONY: SETTING THE STANDARD

*In 2003, over 100 million compatible products are expected in the market,* meaning millions of users will be linking, sharing, and connecting to a network of digital devices with Memory Stick® media. With high speed and broad acceptance, Memory Stick media has already captured a significant share of the U.S. flash memory market. There are over **245 companies supporting the Memory Stick media platform**, and the list of companies continues to grow. Memory Stick media has the flexibility, and installed user base of enabled products, providing the ability to become the next industry standard.

## THE MEMORY STICK UNIVERSE

Sony offers **16MB, 32MB, 64MB** and **128MB Memory Stick** media and **32MB, 64MB** and **128MB MagicGate™** Memory Stick media.\*

\*Available storage capacity may vary and a portion of the memory is used for data management functions.

**Media Storage Capacity\*: JPEG Still Image Mode (Fine/Standard)**

Memory Stick Media	8MB	16MB	32MB	64MB	128MB
2272 x 1704	4/7	8/14	16/30	32/60	65/121
2272 (3:2)	4/7	8/14	16/30	32/60	65/121
2048 x 1536	5/9	10/18	20/36	40/74	82/148
2048 (3:2)	5/9	10/18	20/36	40/74	82/148
1600 x 1200	8/15	16/30	32/60	64/120	133/246
1280 x 960	12/23	24/44	50/93	100/186	202/375
640 x 480	48/120	96/240	195/488	393/983	789/1973

**Media Storage Capacity\*: MPEG Movie Mode Maximum Storage Time**

Memory Stick Media	8MB	16MB	32MB	64MB	128MB
<b>HQX</b> (320 x 240)	20 sec	40 sec	1 min 25 sec	2 min 50 sec	5 min 40 sec
<b>Presentation Mode</b> (320 x 240)	1 min 20 sec	2 min 40 sec	5 min 40 sec	11 min 20 sec	22 min 40 sec
<b>Video Mail</b> (160 x 112)	5 min 20 sec	10 min 40 sec	21 min 40 sec	45 min	90 min

# “SHOW & SELL” COMPACT CYBER-SHOT® CAMERAS.

## TARGET AUDIENCE

### WHO BUYS THE SONY COMPACT CYBER-SHOT® CAMERA AND WHY:

Compact Cyber-shot cameras appeal to a wide range of users, mostly at what would be considered the beginner to intermediate photographer levels, who value simplicity and style. Target consumers include business users, fashion ‘conscious’ users, serious amateurs, parents and avid travelers.

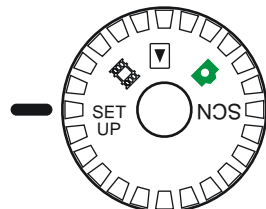


*Consumers who purchase the Compact Cyber-shot cameras are typically looking for:*

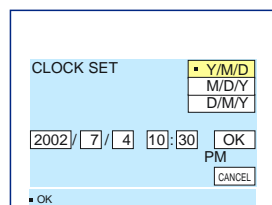
- **Style** – Sophisticated design matched with incredible compactness makes them great for travel.
- **Outstanding Image Quality** – Cutting-edge technologies, high quality optics, and Super HAD™ CCDs produce consistently great looking images.
- **Ease of Use** – Advanced automation means fewer adjustments, fewer worries.
- **Flexibility** – Image transfer to computers & other compatible devices is simple, via Memory Stick® media and USB terminal.
- **Convenience** – Sony thinks of everything, right down to rechargeable InfoLithium® battery, AC adapter & in camera charger included.

Now that you’ve learned what the Sony Compact Cyber-shot® cameras can do, you can show it off to your customers with this easy and informative step-by-step walk through of the camera’s most popular tasks.

### SETTING-UP FOR THE FIRST TIME



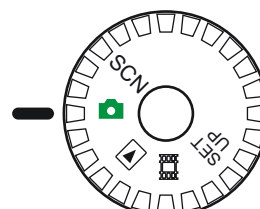
- 1) To get started, set the Mode Dial to **SET UP**.
- 2) To change values for the time and date, choose **[CLOCK SET]** in SETUP 1



- 3) Choose the desired order for the date, month and year using the **▲/▼** on the control button, pushing the center **●**



### TAKE A PICTURE!



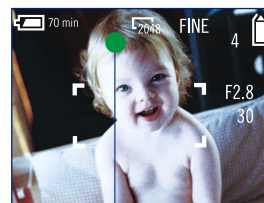
- 1) Set the Mode Dial to **camera icon** and turn on the camera.
- 2) Holding the camera in both hands, position the subject in the center of the frame. In this mode, the exposure and focus are adjusted automatically.



- 3) Press and hold the shutter halfway down, and hold until the camera beeps.



- 4) Once the **AE/AF lock indicator** stops flashing, press shutter all the way down to capture the image.



## SALES TIP!

*Because Sony offers a wide range of digital still cameras, it's important to find out exactly what your customers want. To match them with the right Sony solution for their needs, we recommend asking the following questions:*

### How do you plan on using your digital camera?

Let their needs dictate your suggested solution. If they're looking for an easy-to-use camera that's feature-rich and convenient, the Compact series Cyber-shot camera is the way to go!

### What is the MOST important aspect of a camera for you?

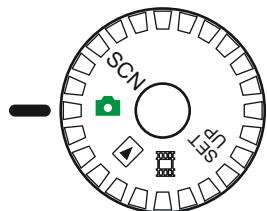
Is it image quality? Feature control? Memory? Reliability? Sony offers a wide range of solutions that can fit any need.

### How much control do you want from your camera?

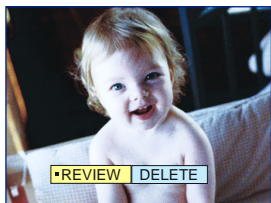
Remember, 90% of people who purchase cameras aren't looking to control the f-stop (aperture) of their images... they just want a camera that takes great pictures. More sophisticated photographers will be drawn to advanced features and incremental CCD power.



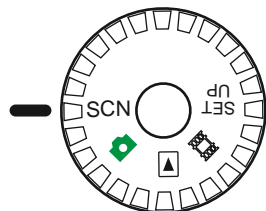
## QUICK PICTURE REVIEW



- 1) After taking a picture, press the "review" button to quickly view the last image taken. No need to turn the dial to the play mode.
- 2) Press review again to return to the camera mode.
- 3) Or if you want to delete the last image, press the menu button then use the directional button to select "Delete."



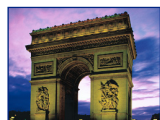
## WHEN TO USE SCENE MODE



When shooting scenes like landscapes or people in dark places, switch to **SCN** mode, and choose the most appropriate mode:



**Landscape Mode**  
(Focuses on a distant subject)



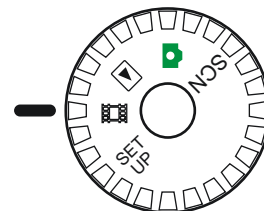
**Twilight Mode\***  
(Slow shutter, flash is off)



**Twilight Portrait Mode\*** (Slow shutter with flash)

*\*Recommend using a tripod.*

## MAKE A MOVIE!



- To create an MPEG, set the Mode Dial to .
- Press the **MENU** button, and select your **IMAGE SIZE**.
- Press the shutter all the way down, until "RECORDING" appears on the screen.
- To end recording, press the shutter all the way down again.



### Are you currently using other Sony products? What has been your experience with the Sony brand?

Most consumers who have owned Sony products in the past will know that the Sony name equals quality electronics. Sony is one of the most accomplished brand names in consumer electronics, and our cameras are an extension of that success.

### Stress the compatibility of Sony Memory Stick® media technology with other Sony and non-Sony solutions.

Memory Stick® media is small, durable, and perfect for storing and transferring any data between compatible digital devices. You can quickly and easily share digital still images, MPEG movies, and documents from device to device so you can view and share with family and friends.

### Let your customers try out the cameras.

Have them use the controls, press the shutter button and take a picture. Once they see how easy it is to use and how comfortable it is in their hands, they will be impressed with the Sony solution.

### Remind customers that Sony is the #1 manufacturer of Digital Still Cameras.

Hey, it's true.

## MENU ITEMS REFERENCE LIST

### CUSTOMIZE YOUR SET-UP

This mode allows you to set your personal photo options, including:

- Moving Image
- Date/Time Stamps
- Digital Zoom
- Red-Eye Reduction
- AF Illuminator
- Format
- File Number
- Language
- Clock Set
- Power Save
- LCD Brightness
- Video Out
- USB Connect

## SET UP

### SHOOT STILL IMAGES

Choose an image size and quality level appropriate for the kinds of images you want to shoot.

- Image Size
- Photo Quality
- Record Mode
- Flash Level
- Photo Effects
- Sharpness
- Exposure value
- Focus
- White Balance
- Spot Meter
- ISO



### SHOOT AND EDIT MOVIES

Add motion or animation to your digital images!

- Exposure Value
- Focus
- White Balance
- Spot Meter
- Image Size
- Photo Effects



### VIEW AND EDIT IMAGES

Keep only the pictures you want; Edit them any way you like!

- Delete
- Protect
- Print
- Slide
- Resize
- Rotate
- Divide



### SHOOT IN SCENE SELECTION MODE

## SCN

When shooting scenes, landscapes, or people in dark places, use the appropriate mode to increase your image quality:

- Twilight Mode
- Twilight Portrait Mode
- Landscape Mode

FEATURES	DSC-P9	DSC-P7	DSC-P2
<b>Optical/Digital/Total Zoom</b>	3X Optical Zoom, 2X Precision Digital Zoom, 6X Total Zoom	3X Optical Zoom, 2X Precision Digital Zoom, 6X Total Zoom	3X Optical Zoom, 2X Precision Digital Zoom, 6X Total Zoom
<b>Image Sensor</b>	4.0 Megapixel Super HAD™ CCD	3.2 Megapixel Super HAD™ CCD	2.0 Megapixel Super HAD™ CCD
<b>Supplied Media</b>	16MB Memory Stick media	16MB Memory Stick media	16MB Memory Stick media
<b>LCD Viewfinder</b>	1.5" 123K	1.5" 123K	1.5" 123K
<b>Optical Viewfinder</b>	Yes	Yes	Yes
<b>Auto Focus</b>	3 Area Multi-Point, Auto Focus	3 Area Multi-Point, Auto Focus	3 Area Multi-Point, Auto Focus
<b>Manual Focus</b>	5-step Manual Focus with Macro	5-step Manual Focus with Macro	5-step Manual Focus with Macro
<b>AF Illuminator Light</b>	Yes	Yes	Yes
<b>Auto Exposure Modes</b>	Multi-Pattern Measuring or Spot Meter	Multi-Pattern Measuring or Spot Meter	Multi-Pattern Measuring or Spot Meter
<b>Scene Modes</b>	Twilight, Twilight Portrait (Slow shutter with Flash) and Landscape Scene Modes	Twilight, Twilight Portrait (Slow shutter with Flash) and Landscape Scene Modes	Twilight, Twilight Portrait (Slow shutter with Flash) and Landscape Scene Modes
<b>Flash Modes</b>	3 Mode Intelligent Flash with TTL Pre-flash metering, adjustable Level and selectable Red Eye Reduction	3 Mode Intelligent Flash with TTL Pre-flash metering, adjustable Level and selectable Red Eye Reduction	3 Mode Intelligent Flash with TTL Pre-flash metering, adjustable Level and selectable Red Eye Reduction
<b>DXP Analog-to-Digital Conversion</b>	14-bit DXP	14-bit DXP	12-bit DXP
<b>ClipMotion Animated GIF</b>	Yes	Yes	Yes
<b>Multi-Burst Mode</b>	Yes	Yes	Yes
<b>Image Sizes</b>	2272 x 1704, 2272 (3:2), 1600 x 1200, 1280 x 960, 640 x 480	2048 x 1536, 2048 (3:2), 1600 x 1200, 1280 x 960, 640 x 480	1600 x 1200, 1600 (3:2), 1280 x 960, 640 x 480
<b>Still Image Modes</b>	JPEG (Fine), JPEG (Standard), Email	JPEG (Fine), JPEG (Standard), Email	JPEG (Fine), JPEG (Standard), Email
<b>MPEG Movie Modes</b>	HQX, Presentation, Video Mail	HQX, Presentation, Video Mail	HQX, Presentation, Video Mail
<b>Focal Length</b>	8 - 24mm	8 - 24mm	6 - 18mm
<b>35mm Equivalent</b>	39 - 117mm	39 - 117mm	39 - 117mm
<b>Aperture</b>	f2.8 – 5.6	f2.8 – 5.6	f2.8 – 5.6
<b>Minimum Focus Distance</b>	3-15/16" (10 cm) Macro Mode	3-15/16" (10 cm) Macro Mode	3-15/16" (10 cm) Macro Mode
<b>Shutter Speed</b>	Auto (1/30 - 1/2000 sec) Twilight (2 sec - 1/2000 sec)	Auto (1/30 - 1/1000 sec) Twilight (2 sec - 1/1000 sec)	Auto (1/30 - 1/1000 sec) Twilight (2 sec - 1/1000 sec)
<b>Manual Exposure</b>	±2.0 EV, 1/3 EV Steps	±2.0 EV, 1/3 EV Steps	±2.0 EV, 1/3 EV Steps
<b>Flash Effective Range</b>	1.3 - 12.5 ft (0.4 - 3.8m)	1.3 - 12.5 ft (0.4 - 3.8m)	1.3 - 12.5 ft (0.4 - 3.8m)
<b>White Balance</b>	Auto, Daylight, Cloudy, Fluorescent, Incandescent	Auto, Daylight, Cloudy, Fluorescent, Incandescent	Auto, Daylight, Cloudy, Fluorescent, Incandescent
<b>Picture Effects</b>	Black & White, Solarize, Sepia, Negative	Black & White, Solarize, Sepia, Negative	Black & White, Solarize, Sepia, Negative
<b>Video/Audio Output</b>	Yes (NTSC/PAL)/Yes (Mono)	Yes (NTSC/PAL)/Yes (Mono)	Yes (NTSC/PAL)/Yes (Mono)
<b>USB Interface</b>	Yes	Yes	Yes
<b>Self Timer</b>	Yes, 10 seconds	Yes, 10 seconds	Yes, 10 seconds
<b>Rechargeable Battery</b>	InfoLithium® C Series (NP-FC10)	InfoLithium® C Series (NP-FC10)	InfoLithium® C Series (NP-FC10)
<b>Supplied AC Adapter &amp; Battery Charger</b>	Yes	Yes	Yes
<b>Dimensions</b>	4-1/2" x 2" x 1-3/8"	4-1/2" x 2" x 1-3/8"	4-1/2" x 2" x 1-3/8"
<b>Weight (w/ battery &amp; media)</b>	7.5 oz	7.5 oz	7.5 oz



# Cyber-shot

## STILL IMAGE STORAGE CAPACITY

Number of images that can be stored (Fine/Standard)

Memory Stick Media*	8MB	16MB	32MB	64MB	128MB
<b>2272 x 1704</b>	4/7	8/14	16/30	32/60	65/121
<b>2272 (3:2)</b>	4/7	8/14	16/30	32/60	65/121
<b>2048 x 1536</b>	5/9	10/18	20/36	40/74	82/148
<b>2048 (3:2)</b>	5/9	10/18	20/36	40/74	82/148
<b>1600 x 1200</b>	8/15	16/30	32/60	64/120	133/246
<b>1280 x 960</b>	12/23	24/44	50/93	100/186	202/375
<b>640 x 480</b>	48/120	96/240	195/488	393/983	789/1973

## MPEG MOVIE STORAGE CAPACITY

Maximum Storage Time

Memory Stick Media*	8MB	16MB	32MB	64MB	128MB
<b>HQX</b> (320 x 240)	20 sec	40 sec	1 min 25 sec	2 min 50 sec	5 min 40 sec
<b>Presentation Mode</b> (320 x 240)	1 min 20 sec	2 min 40 sec	5 min 40 sec	11 min 20 sec	22 min 40 sec
<b>Video Mail</b> (160 x 112)	5 min 20 sec	10 min 40 sec	21 min 40 sec	45 min 00 sec	90 min

## CLIP MOTION STORAGE CAPACITY

Number of images that can be stored (Normal/Mobile)

Memory Stick Media*	8MB	16MB	32MB	64MB	128MB
<b>Normal - 160 x 120</b> (10 frames)	40	80	160	320	640
<b>Mobile - 120 x 108</b> (2 frames)	300	450	900	1800	3600

## MULTI-BURST STORAGE CAPACITY

Number of images that can be stored (Fine/Standard)

Memory Stick Media*	8MB	16MB	32MB	64MB	128MB
<b>320 x 240</b> (each image)	12/23	24/44	50/93	100/186	200/375

\*Available storage capacities may vary and a portion of the memory is used for data management functions.



## 3:2 Aspect Ratio:

Images taken in the 3:2 aspect ratio are ideal for printing. It yields prints that fit the shape of conventional picture frames and photo albums. While the standard aspect ratio(4:3) is suitable for viewing images on video sources like a television.

## Auto Exposure:

Auto Exposure calculates the current shooting condition and adjusts aperture and shutter automatically for correct exposure levels, resulting in a proper balance of light in your photos.

## Built-In Intelligent Flash:

Brighten your images in low light conditions. Select from FORCED FLASH, FORCED OFF, and AUTO to adjust for the optimum amount of flash. FORCED FLASH: the flash strobes regardless of surrounding brightness. FORCED OFF: flash does not strobe. AUTO: the flash will strobe only in low light shooting conditions.

## CCD:

Stands for "Charge Coupled Device." It is the imaging device made of light sensing pixels, which are used in the camera to capture images. Higher effective pixel counts produce larger images with more detail.

## Clip Motion:

Select between 2 modes. Normal mode, at 160 x 112 resolution, provides you the option of capturing up to 10 images; Mobile mode, at 80 x 72 resolution, captures 2 images and can be played back as an animated GIF file at 2 frames per second.

## Date / Time Superimpose:

Allows you to put the date or date/time into a corner of the picture. Great for vacations, special events and even business documentation.

## Display:

The "display" button calls up important information about the camera, i.e. numbers of images remaining and displays it in the LCD. Also lets you shut off the LCD while using the view finder to reduce power consumption.

## DXP (Digital Extended Processor):

Captures the range between highlights and shadows for extended dynamic contrast and detail.

## E-Mail Mode:

Images captured with digital cameras can sometimes be too large to email. The E-mail mode allows you to store two images at the same time. One of the images is stored at it's normal size, while the E-mail mode image is greatly compressed making it suitable for E-mail transmissions.

## Exposure Value:

The exposure value (EV) can be adjusted to 13 different levels. This feature allows manual control of the exposure setting depending on lighting conditions.

## Full Range Auto Focus:

Fast, accurate, automatic focusing from macro close-up to infinity.

## Index Viewing:

Can be selected in the Play mode, that will allow you to view 9 recorded images at one time, then scroll through images, delete images, or return to one single image.

## JPEG:

Joint Photographic Experts Group. It is most commonly used in the digital photography world and compatible with both Windows and Macintosh systems. It is a compression scheme that squeezes a large file into a smaller file for efficient file storage of digital images.

## LCD Screen:

Liquid Crystal Display for viewing, reviewing, playback and editing images.

## Megapixel CCD (Charge Coupled Device) Image Sensor:

A Megapixel CCD is a CCD that contains at least one million individual pixels. These high pixel count CCDs enable digital still cameras to capture images at very high resolutions.

## Memory Stick® Media:

Digital, powerful, transportable. Memory Stick® media is compact, portable and rugged – connecting a variety of hardware and software applications.

## MPEG Movie HQX:

Captures full screen playback, high frame rate (16 frames per second) video clips (w/o audio) with a length limited only by the capacity of the media.

## Optical Zoom Lens:

Helps frame your shots by bringing distant objects closer or pulling back for wider angles. Unlike digital zoom, Optical Zoom magnifies the scene, not the CCD, so you can shoot with the CCD's full resolution.

## Picture Effects:

Add a custom look to your digital still images or MPEG movies. Select from Black & White (images appear in monochrome), Sepia (old style photograph), Negative Art (image color and brightness are reversed as in a film negative) or Solarize (contrast is clearer and picture looks like an illustration).

## Pixels:

Pixel is short for picture element. A digital photo is made up of thousands of pixels. Each pixel is in the shape of a tiny square. A pixel is assigned a color and brightness and when all the pixels are added together creates an image, much like your television at home.

## Playback Zoom, Trim and Resize:

Select any portion of a captured image zoom in close, crop, and save the image to create a new image while preserving the original image file.

## Red-Eye Reduction:

Red-eye reduction emits a brief pre-flash that helps to close down the subject's iris and minimize the Red-Eye effect.

## Selectable ISO:

Choose an ISO setting of 100, 200 or 400. By using a faster ISO you can shoot in low light or stop fast moving subjects. Using slower ISO helps to reduce noise.

## Self-Timer:

Enables a 10 second delay before the shutter is released, allowing you to get in the picture, too.

## Shutter Speed:

Cyber-shot P-Series cameras shutter speeds range from 2 seconds – 1/2000 of a second, based on specific camera models. A wide range of shutter speeds allows you to capture fast-moving objects and freeze subjects in motion.

## Super HAD™ (Hole Accumulation Diode) Image Sensor:

By maximizing the effective area of each on-chip micro-lens, Super HAD CCDs provide excellent image quality by allowing more light to reach each pixel, increasing sensitivity and reducing noise.

## USB:

USB (Universal Serial Bus) allows digital still images and MPEG movies to be transferred to Windows® or Macintosh® computers equipped with a USB terminal. Simply plug in your USB cable from the camera to the computer's USB port for fast access to your pictures.

## Video Outputs:

Lets you display still images and MPEG movies on a television or other video devices.

## White Balance:

When shooting images using the automatic feature, the white balance is set automatically in response to the condition of the subject and the overall color balance is adjusted accordingly. When the shooting conditions are fixed you can manually adjust the white balance. Select from Auto, Daylight (bright outdoor shooting), Cloudy (Shooting under cloudy conditions), Fluorescent (shooting under fluorescent lights) or Incandescent (shooting with studio lights).



InfoLithium® C Series Rechargeable Battery  
(NP-FC10)



Dual Battery Portable AC Charger  
(BC-VC10)



Stamina Starter Kit<sup>2</sup>  
(ACC-CSP2)



Memory Stick® Media  
(MSA-128A, -64A, -32A, -16A, -8A)



High Grade Memory Stick Case<sup>1</sup>  
(MSAC-HGA8)



Deluxe Carrying Case  
(LCS-VA3)



Soft Carrying Case  
(LCS-CP2)



Sport Style Carrying Case  
(LCS-PA)

## 2002-2003 COMPACT CYBER-SHOT SERIES DIGITAL STILL CAMERA ACCESSORIES

*Make the most of your customer's new purchase with additional values that make their Cyber-shot® Camera perform at it's absolute best!*



## COMPACT CYBER-SHOT® SERIES SONY

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<sup>1</sup>Media sold separately. <sup>2</sup>Media and PC card sold separately.

How to Contact Sony  
Sony Electronics Inc., 16765 West Bernardo Drive, San Diego, CA 92127  
www.sony.com/di Sales Support (800) 222-7669

CA4857

Marine Pack/Underwater Housing  
(MPK-P9)



Lightweight Tripod  
(VCT-R640)



Pocket Tripod  
(VCT-TK1)



Memory Stick PC Card Adaptor  
(MSAC-PC3)



Memory Stick Reader/Writer for USB<sup>1</sup>  
(MSAC-U20)



Memory Stick Reader/Writer  
Optical USB Mouse  
(MSAC-US70)



Digital Photo Printer  
(DPP-EX5)



Accessory Slave Flash  
(HVL-FSL1)

