



2002-2003 DIGITAL STILL CAMERAS

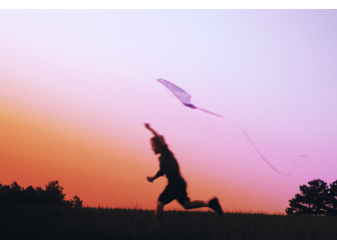
# TRAINING GUIDE

SMARTER CAMERAS MEAN BETTER PICTURES



CD MAVICA® SERIES

**SONY**



# CD MAVICA®: SHOOT, KEEP, ARCHIVE.

Just as the Floppy disk evolved in to the recordable CD, giving you massive amounts of storage permanently archived, CD Mavica® cameras represent the same evolution in digital cameras. CD media is inexpensive, high-capacity storage, and there are over 250 million compatible CD-R drives in consumers' homes.

- **A Flexible Camera for Everybody!**

The CD Mavica® camera is easy to use right out of the box, and has virtually unlimited high-end capabilities to deliver advanced photography performance.

- **Easy to Use:** CD Mavica camera's intuitive controls, ergonomic design and one step shoot & store process make it easy to start taking great pictures.

- **Superb Images:** The high quality 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 deliver expert photos.

- **Accurate Exposure:** Advanced Pre-Flash Metering and Multi-Pattern Measuring features ensure that images are properly exposed in any setting.

- **Hot Shoe Extended Flash Synch**  
The MVC-CD400 allows you to an optional external flash device. Now, you control the light source.

- **Fully Equipped and Ready to Shoot!**  
Sony has put everything right in the box, including rechargeable long-life InfoLithium® battery, AC Adapter / in-camera charger and 1 Gigabyte of CD storage!

## CD Mavica MVC-CD400



Experience life at the top with Sony's MVC-CD400 camera!

STEP-UP  
FEATURE



**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.

STEP-UP  
FEATURE

Carl Zeiss

**Carl Zeiss® Vario-Sonnar™ Lens:** Professional grade lens that has an advanced optical multi-layer of coating, offering less glare and flare, with increased contrast. This results in vivid image brilliance and true to life color simulation.

STEP-UP  
FEATURE



**Hologram AF Illuminator:** Class 1 laser pattern Hologram AF (Auto Focus) provides greater focus accuracy by reading the contrast in 29 different areas of the frame.

STEP-UP  
FEATURE

**The CD Mavica MVC-CD400 camera** adds a professional edge with Aperture and Shutter speed Priority, and Manual settings.

## CD Mavica MVC-CD250



Digital photography is cooler when you shoot, save and share your pictures on Compact Disc!



**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.



**3X Optical / 2X Digital / 6X Total Zoom:** Total Zoom range of 6X brings distant subjects closer so you can frame the shot just how you want it.

NEW



**3 Area Multi-Point Auto Focus (AF):** By evaluating 3 separate focus areas of the frame, Sony's Multi-Point AF system can intelligently focus on the subject and avoid mistakenly focusing on the background.

NEW



**AF (AutoFocus) Illuminator:** Briefly illuminating the subject in low- or no-light conditions, AF Illuminator helps establish a positive focus lock.

SONY CD MAVICA® CAMERAS ARE MORE THAN JUST ABOUT GREAT PICTURES. THEY'RE ABOUT MEMORIES TO KEEP.



# SONY TAKES BETTER PICTURES. EVERY TIME.

Sony revolutionized the digital 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.

## CD-R & CD-RW MEDIA

*Shoot & Archive in One Shot.*

- **Compatibility:** CD Mavica® cameras record to a universal media: CD media. It's the same as a standard CD-R/RW disc only more compact. These 3" discs can be read by most any PC. It is compatible with Microsoft® Windows® (98, 98SE, Me, 2000 Professional, XP Home/Pro) and Macintosh® (10.0, 10.1) operating systems.
- **Capacity:** Each of these 3" CD-R/RW disc has the ability to store hundreds of images for instant archiving. The CD-RW can be re-used over and over again. 7 CDs (6 CD-R discs and 1 CD-RW disc) totaling over 1 Gigabyte of blank media ready to shoot, store and keep your memories.
- **Cost:** It's the lowest cost per Megabyte of any digital camera media – as little as \$.02 per high-resolution image. CD media just makes sense.

SALES TIP

## POWER MANAGEMENT

*Always Ready!*

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

## 1-2-3 DESIGN

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

- **Superb Ergonomic Design** – Fits your hand like a glove: everything is where you would expect to find it.
- **Intuitive Controls** – Easy to use, regardless of technical expertise.
- **Extra large 2.5" LCD viewfinder** provides excellent viewing and playback clarity, and electronically boost the signal for better visibility in low light conditions.



## CHARGE COUPLED DEVICE

*Better CCDs = Better Resolution!*

- Sony's **Super HAD™ CCDs** deliver better image quality by allowing more light in, increasing sensitivity, and reducing noise.
- The MVC-CD400 CD Mavica® camera 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 superior image quality.

STEP-UP FEATURE

## IMAGE QUALITY

*Smart Features Deliver Quality Photos Every Time.*

- 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 through the lens, right at the CCD.
- **Pre-set Scene Modes:** The MVC-CD250 offers Twilight, Twilight Portrait and Landscape modes, while the MVC-CD400 adds Portrait mode. These modes assist with proper exposures in challenging light conditions.
- **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 clear.

NEW

NEW

## OPTICS

*Professional Grade Optics.*

- Sony's high quality lens system and high resolution CCD are designed as an integrated system for optimal image quality.
- The MVC-CD400 camera has a **Carl Zeiss® Vario Sonnar® lens**, world renowned for enhanced sharpness and color accuracy.
- **Multi-Point AF (Auto Focus)** automatically analyzes separate areas in the frame to achieve more precise focus than a single point sensor is capable of.
- The MVC-CD400 uses a **Hologram AF** Class 1 laser pattern that delivers incredibly accurate focus in challenging shooting conditions.

STEP-UP FEATURE

NEW

STEP-UP FEATURE

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

## FITS YOUR HAND LIKE A GLOVE.

You'll notice a difference with a Sony CD Mavica® camera as soon as you pick one up. The controls are right where you need them. The menus are simple and straightforward. The fit, finish, materials and mechanism are everything you'd expect from Sony, with the comfort that your customers have come to expect from traditional professional film cameras.



## GET THE BIG PICTURE.

The MVC-CD400 and MVC-CD250 offer one of the largest LCD displays in the industry. The huge 2.5" (123K pixel) color LCD makes it easy to frame up and view your digital memories. The optional DSAC-MVC **LCD Hood Finder** can be added to turn the camera's LCD into an eye-level view finder for bright shooting conditions.



LCD Hood Finder  
(DSAC-MVC)


## GET STARTED RIGHT OUT OF THE BOX.

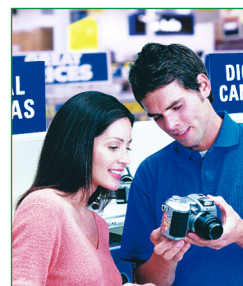
Who said digital photography had to be confusing or intimidating? Sony has created a user friendly interface that communicates clearly and easily. The dozens of great capabilities offered by CD Mavica® cameras are controlled through a streamlined menu system with recognizable icons and labels, which makes the learning curve almost non-existent – even when using the advanced features. Your customers will appreciate how quickly they get up and running.

## SALES TIP!

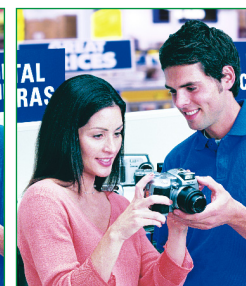
## TAKE CD MAVICA CAMERAS FOR A "TEST DRIVE".

CD Mavica® shoot & archive 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 CD Mavica 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 and let the customer see how easy it is to take great pictures.



*NO CD MEDIA TO DEMO?  
NO PROBLEM!*



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



*DEMO THE CD MAVICA  
CAMERA & MAKE THE  
SALE!*

## DID YOU KNOW?

## WITH CD MAVICA CAMERAS, IT'S EASY TO KEEP CONNECTED.

CD Mavica® 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 audio & 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!**





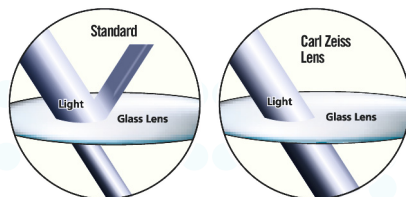
# SONY OPTICS: WHERE GREAT PICTURES START.

## CARL ZEISS® VARIO-SONNAR™ LENSES.

Sony and Carl Zeiss have teamed up to provide the MVC-CD400 with the best quality lenses. Using the most advanced multi-layer optical coating system, reflections are reduced in the lens, providing sharpness and superb color accuracy. The Vario-Sonnar lenses use 13 elements in 10 groups with 2 aspheric elements. The 34-102mm 35mm equivalent focal length, provides a wide range from wide angle to telephoto for excellent composition for vivid images and true-to-life color saturation.



Sony's quality lens system and high resolution Super HAD™ CCDs are optimized to each other so that CD Mavica® cameras takes better pictures, right from the start.



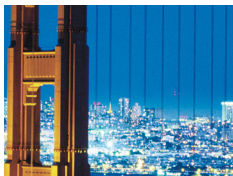
## OPTICAL AND PRECISION DIGITAL ZOOM HELP CAPTURE THE PICTURE YOU WANT.

Whether capturing vacation landscapes or focusing on your little center fielder, Sony's Optical Zoom lenses and Precision Digital Zoom captures the shot you want! The CD Mavica® cameras offer 3X Optical Zoom lenses to help fill the frame. For additional zoom, 2X Precision Digital Zoom let's you extend the results even further with minimal effect on image quality.

*What you see through the viewfinder (no zoom):*



**Precision Optical Zoom:** Same as traditional camera lenses zooms by changing the focal length of the lens



3X Precision Optical Zoom

**Digital Zoom:** Magnifies the subject on the CCD with virtually no digital artifacts, providing crisp and clear images



Precision 2X Digital Zoom – 6X Total Zoom



## SMART AUTO FOCUS SYSTEM MAKES EVERY SHOT SHARP.

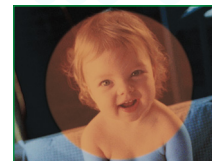
CD Mavica® cameras are feature-rich with technology, including Sony's **Multi-Point AF (Auto Focus)** which evaluates different focus areas to intelligently select proper focus for the subject, instead of the background. The MVC-CD250 can select between 3 focus points, while the MVC-CD400 adds a manual selection of 5 focus points.



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



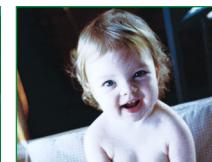
The MVC-CD400 CD Mavica camera has a **Class 1 laser pattern Hologram AF (Auto Focus)** which is able to provide greater focus capability by reading the contrast in 29 different areas within the frame.



Even in dark shooting conditions.



AF Illuminator reads the contrast between subject and other objects in the frame.

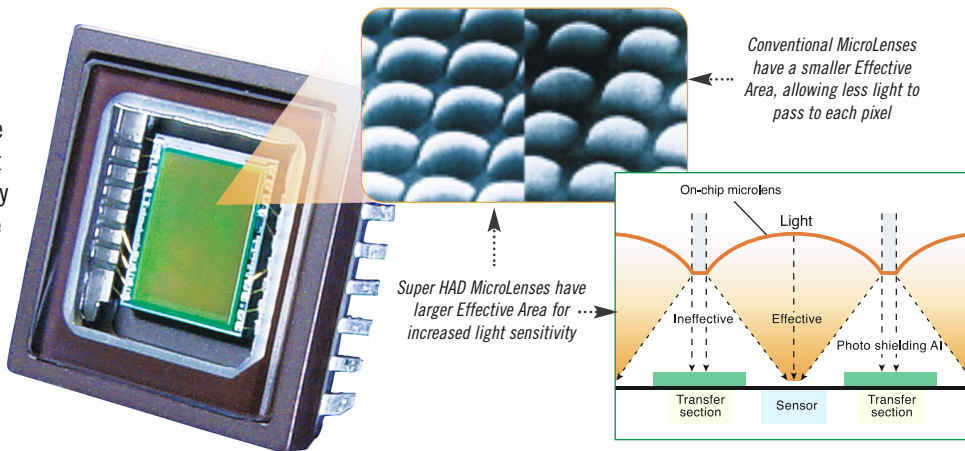


Subject ends up in focus, with proper exposure.

# 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.



With its high resolution 4.0 Megapixel CCD, the CD Mavica® MVC-CD400 camera captures images in 4 different sizes, up to 2272x1704 (QXGA resolution).

CD Mavica

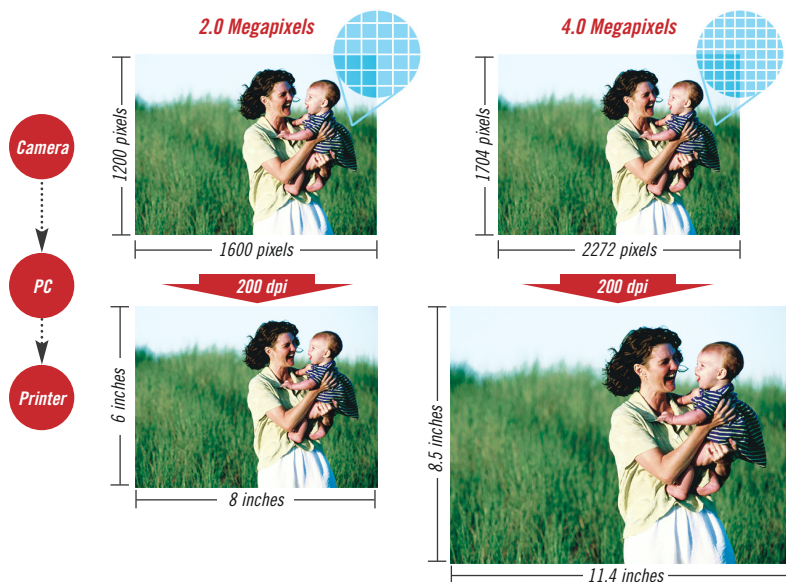
## DID YOU KNOW?

## 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.





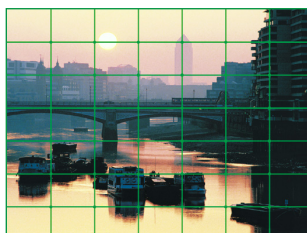
# SUPERB PHOTOS ARE A SNAP.

Sony CD Mavica® 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.

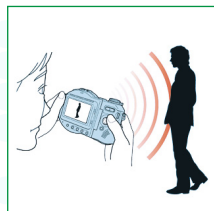


## ACCURATE LIGHTING AND EXPOSURE AUTOMATICALLY.

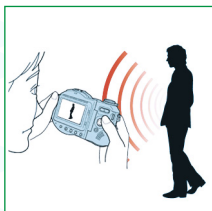
49 areas in the frame are independently metered by the **Multi-Pattern Measuring** feature to ensure that the exposure is correct every time, even when pronounced shadows and highlights are not in the center frame.



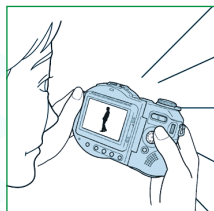
**TTL (Through the Lens) Pre-Flash metering** sends a momentary pre-flash to the subject so it can be calculated more accurately through the lens, right at the CCD.



Pre-flash sent out to subject



Subject illuminated and reflected light is received



Exposure is calculated at the lens

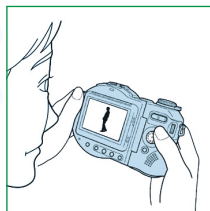


Image is processed accurately at the CCD



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

Our Digital EXTended Processors (12-bit: MVC-CD250 and 14-bit: MVC-CD400) 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.

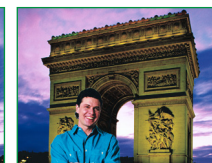
The Sony MVC-CD250 CD Mavica® camera offers 3 pre-set scene modes to match shooting conditions. **Twilight, Twilight Portrait and Landscape** Auto Exposure options quickly and easily set proper exposure, shutter and depth of field in a variety of environments. The MVC-CD400 CD Mavica camera also provides a fourth scene mode – **Portrait**, which sharpens the subject, while softening the background.



**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.

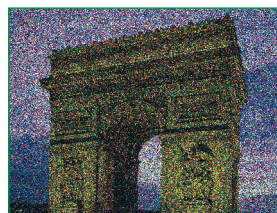


**Portrait Mode:**  
Suitable for shooting portraits, backgrounds blur away and the subject is sharpened.

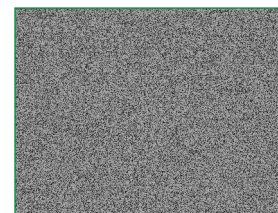
\*For best results, place camera on a tripod in these modes.



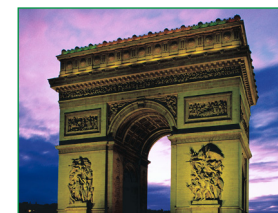
CD Mavica camera's **Slow Shutter Noise Reduction** (when using the Twilight Modes) automatically adjusts for slow shutter speeds in low light settings so even long exposures (1/25 – 8 seconds) are clear. Previously found only in more expensive cameras, this process captures two exposures, the second subtracting the noise pattern from the initial shot, resulting in a final beautiful photograph that is virtually noise-free. “NR” will be displayed next to the shutter speed when Noise Reduction is active.



Initial image capture



Secondary capture of Visual Noise




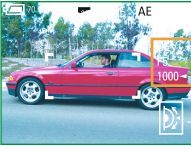
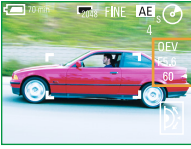



Noise subtracted, resulting in ideal exposure

CD MAVICA CAMERAS DELIVER PROPER EXPOSURE. ACCURATE FLASH. EVERY TIME.

# ADVANCED EXPOSURE CONTROLS.

The Sony MVC-CD400 CD Mavica® camera offers additional creativity and flexibility with professional-style Manual Exposure Controls that give you full control of focus, shutter, aperture and exposure for even greater freedom of expression.

CD Mavica

<h2>AUTO EXPOSURE &amp; FOCUS</h2>	<p>CD Mavica cameras offer “smart” features – such as Multi-Pattern Metering, Programmed Scene modes and Multi-Point AF – which automatically adjust exposure and focus, offering point &amp; click simplicity (please refer back to pages 5 &amp; 7 for additional details).</p>	
<h3>AUTO EXPOSURE (AE) MODE</h3> <p>Shutter speed, Focus, Exposure and Flash settings are determined by the CD Mavica camera for accurate exposure in virtually any setting.</p>	 <div> <p>0 EV F2.8 500</p> </div>	
<h2>MANUAL EXPOSURE &amp; FOCUS</h2>	<p>The MVC-CD400 also offers “advanced” features that provide flexibility to manually set Exposure controls – both Shutter speed and Aperture settings. Here is a brief feature &amp; benefit description of what you can do with these controls.</p>	
<h3>SHUTTER PRIORITY MODE</h3> <p>Shutter Priority enables you to determine the precise shutter speed you want to use to create a particular effect.</p> <p>Manually select a shutter speed (8 sec – 1/1000 sec). Slower shutter speeds create a blur, while faster speeds freeze motion.</p>	 <div> <p>0 EV F5.0 1000</p> </div> <p>Freeze action with fast shutter speeds</p>	 <div> <p>0 EV F5.6 60</p> </div> <p>Blur motion with slower shutter speeds</p>
<h3>APERTURE PRIORITY MODE</h3> <p>Alternatively, Aperture Priority lets you set the particular depth of field, or range of focus, you want to achieve in your shot. CD Mavica cameras select the proper shutter speed for proper exposure.</p> <p>Manually select an aperture setting to control the depth of field in the picture.</p>	 <div> <p>0 EV F2.1 30</p> </div> <p>Larger aperture creates a shorter focus</p>	 <div> <p>0 EV F8.0 30</p> </div> <p>Smaller aperture creates deeper focus</p>
<h3>MANUAL EXPOSURE MODE</h3> <p>Manual Exposure mode gives you complete control over the cameras settings, so you can select both the shutter speed and aperture values, “over-riding” automatic settings to achieve custom shooting results.</p>	 <div> <p>0 EV F8.0 NR25</p> </div>	





## WANT MORE? CD MAVICA® CAMERAS OFFER TONS OF COOL OPTIONS!

**How about movies? Stop action photos? Animations?** CD Mavica 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!

CD Mavica 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 nearly 90 minutes of moving pictures and audio with Sony's MPEG Movies (156MB CD-R/RW 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, CD Mavica cameras also offer advanced features that provide manual control over exposure – including:

- **Variable EV**
- **Flash Output Level**
- **Hot Shoe Compatibility (MVC-CD400)**
- **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! CD Mavica 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.



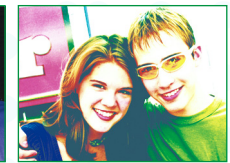
Black and White



Sepia



Negative Art



Solarize



### PLAYBACK ZOOM & TRIM

Even if you didn't compose the picture just right, CD Mavica® 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

# CD MAVICA® CAMERAS: THE BEST WAY TO KEEP YOUR PICTURES

*One of the great advantages of digital cameras is the freedom to take lots of pictures – far more than you would with film cameras. But with that freedom comes a challenge – where to store all of those images? For most digital cameras, there's a process: shoot, transfer to the PC, and store. CD Mavica® cameras are much simpler: just shoot and store! With Recordable CD as their “instant archive”, your customers no longer have to worry about “where do I put my pictures?”*

## SHOOT & ARCHIVE IN ONE SHOT. WHAT COULD BE EASIER?

CD Mavica cameras record images directly to standard 3" (8cm) CD-R or CD-RW recordable discs. CD-R/RW media offers compatibility, capacity, and low cost, so it's the ideal place to store your pictures – you can think of it as a “digital negative.” Unlike flash media, there's no need to transfer to the PC – when you shoot, you save in one step, and the disc can archive hundreds of images. You'll always have quick, easy access to your images from the CD.



## AFFORDABLE, HIGH CAPACITY MEDIA.

No flash media can match the cost per megabyte of CD-R/RW media – even with large file size images, it's less than pennies a shot. And with 156MB capacity on just one disc, you can capture hundreds of images and MPEG movie clips. With just a few discs, you'd have enough capacity to capture an extended vacation, without ever worrying about lugging along a PC to transfer images.

### START!

1

Just like CD-R/RW media in a PC, the first step is to initialize the disc, so the camera can record images. The camera prompts you to do so, and it takes just a few moments.



### SHOOT!

2

Now you're ready to **take pictures!** And more pictures. And more pictures. And more pictures. (You get the picture). Your precious memories are now securely stored on the CD media – and naturally, you want to view them.

The **Quick Review** function allows you to view your image on the large 2.5" LCD. If you've enabled the **Confirm Before Write** function, you can even choose whether or not to keep the image before writing to disc – a great benefit when using write-once CD-R.

3

### VIEW!



4

### SHARE!

**SHARE WITH CD:** Just like “closing a session” with CD-R/RW media in a PC, CD Mavica cameras let you “finalize” the disc – allowing it to be read by most any PC with a CD-ROM drive. After finalizing, just pop the disc out of the camera and into the CD-ROM drive (and there are over 250 million CD-ROM drives in use!). No cables, no adaptors necessary!

**SHARE WITH USB:** Don't have a CD-ROM drive handy? No problem – connect the CD Mavica camera via USB, and let it be a USB CD drive! With Microsoft® Windows® XP and Macintosh® OS X, the camera is automatically recognized – no drivers to load, and you don't even need to finalize the disc! (Drivers are supplied for Microsoft® Windows® 98/98SE/Me/2000 Professional)



CD-R & CD-RW MEDIA: LOW COST.

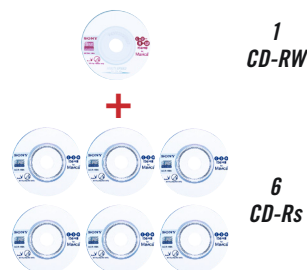


## DID YOU KNOW?

Recordable CD is the ultimate media for digital photography – providing your customer with the best combination of Capacity, Compatibility and Low Cost.

- **Capacity:** With 156MB, the 3" Recordable disc has room for hundreds of images and MPEG video clips.
- **Compatibility:** Recordable CD media is one of the most popular ever made. It's compatible with most any PC with a CD-ROM drive. No adaptors, readers, or cables needed!
- **Low Cost:** Recordable CD media is far lower in cost than any flash media – so low that you can store several images for less than a penny!
- **Permanent Archive:** Recordable CD is your "digital negative" – the one step permanent archive to store pictures. No need to transfer to the PC or take up hard disk drive space.

*The MVC-CD400 & MVC-CD250 cameras are supplied with a "GigaPack" of storage right in the box:*



*One GigaByte of blank media to start shooting!*

Still have more space on the disc? You're ready to shoot more! If you've finalized a CD-R, you can "Re-initialize" – preparing the disc for further recording. With CD-RW, you can "Un-finalize" – which prepares the disc for further recording, and recovers the capacity used by the previous finalization.

**SHOOT MORE!**



Record to CD-R or CD-RW Media



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

## SHOOT WITH CONFIDENCE – MORE POWER MEANS MORE PICTURES!

Sony CD Mavica® cameras give you tremendous battery life so even when the game goes into extra innings, you'll be able to capture the action.

## ADVANCED POWER MANAGEMENT AND EFFICIENCY.

Not only does Sony supply a battery, but it's rechargeable and comes with a supplied charger. And Sony's InfoLithium® technology does not have the "memory effect" problem that can shorten the operating time of NiCad batteries. Finally, Sony's **AccuPower™** meter is a digital display that shows every minute of battery time remaining, so you won't be caught short.



## RECHARGEABLE BATTERY AND IN-CAMERA CHARGER. INCLUDED.

Your Sony CD Mavica® camera includes a high capacity, rechargeable **InfoLithium® M series battery, AC adapter & in camera charger**, giving you long power-life flexibility. Plus, you can also accessorize with a **portable dual battery AC charger** for around the home and office.

## SALES TIP!

### CD Mavica camera Starter Kit (ACC-MVCD2)

makes the most out of a CD Mavica® camera purchase, and is a natural recommendation. The kit includes an over the shoulder carrying case, spare InfoLithium M series battery and three 156MB CD-RW media.



**LARGE CAPACITY. INSTANT ARCHIVE.**

# “SHOW & SELL” CD MAVICA® CAMERAS

## TARGET AUDIENCE

### WHO BUYS THE SONY CD MAVICA CAMERA AND WHY:

The MVC-CD250 CD Mavica camera appeals to a broad audience who value simplicity, tremendous storage capacity, and rich photographic features. The MVC-CD400 also adds a professional edge with a Vario Sonnar™ lens, 4.0 Megapixel CCD, Aperture and Shutter Speed Priority, and Manual settings.



*Consumers who are natural candidates for CD Mavica cameras' shoot & archive convenience include the following individuals:*

#### MVC-CD400

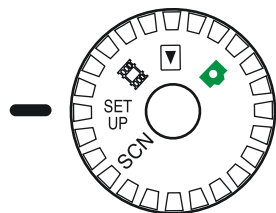
- Professional & amateur photographers
- Graphic Designers
- Artists

#### MVC-CD250

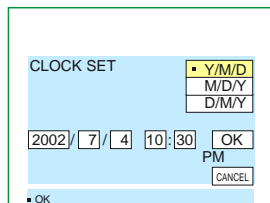
- Business Owners
- Families – Parents & Grandparents
- Web Designers/Internet Enthusiasts
- Graduate Students

Now that you've learned what the Sony CD Mavica® cameras can do, you can show them 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



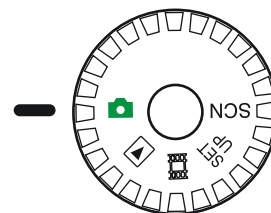
- 1) To get started, set the Mode Dial to **SET UP**.
- 2) To change values for the time and date, choose **[CLOCK SET]** in SETUP 1



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



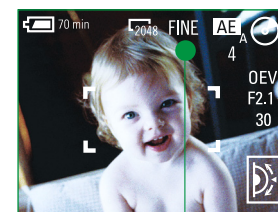
## TAKE A PICTURE!



- 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.

## MENU ITEMS REFERENCE LIST

### CUSTOMIZE YOUR SET-UP

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



- |                              |                               |
|------------------------------|-------------------------------|
| • Finalize/Format/Initialize | • Confirm Before Write        |
| • Moving Image               | • Video Out                   |
| • Date/Time Stamps           | • Red-Eye Reduction           |
| • Digital Zoom               | • AF Illuminator (MVC-CD250)  |
| • Language                   | • Hologram AF (MVC-CD400)     |
| • Clock Set                  | • Bracket Set-up (MVC-CD400)  |
| • Picture Format             | • Conversion Lens (MVC-CD400) |
| • LCD Brightness             | • Hot Shoe (MVC-CD400)        |

### SHOOT STILL IMAGES

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



- |                   |                   |
|-------------------|-------------------|
| • White Balance   | • Flash Level     |
| • ISO             | • Picture Effects |
| • Image Size      | • Sharpness       |
| • Picture Quality |                   |
| • Record Mode     |                   |

### SHOOT AND EDIT MOVIES

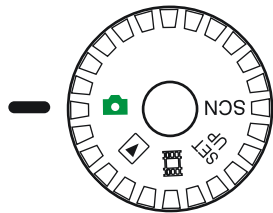
Add motion or animation to your digital images!




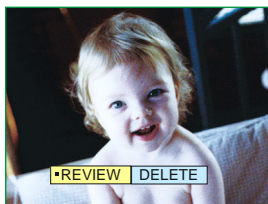
- White Balance
- Image Size
- Picture Effects



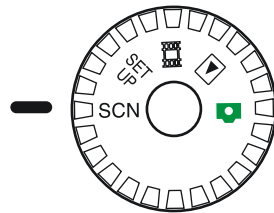
## QUICK PICTURE REVIEW



- 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."



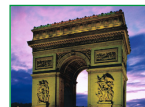
## WHEN TO USE SCENE MODE



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



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



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



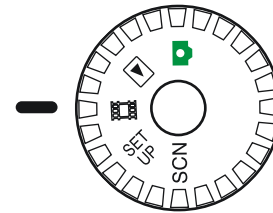
 **Twilight Portrait Mode\*** (Slow shutter with flash)





 **Portrait Mode**  
(MVC-CD400 only)

*\*Recommend using a tripod.*

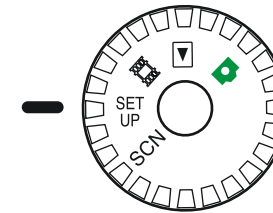
## MAKE A MOVIE!








- 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.



## CONFIRM BEFORE WRITE



- 1) Turn dial to **SET UP**
- 2) Select  in the **SETUP1** menu.
- 3) Choose **CONFIRM B. WRITE**, and then using , highlight **ON**, and press  to select.
- 4) Turn dial to the  or  mode\* and press shutter to capture image or video.
- 5) After image is captured, [RECORD] and [DELETE] will be displayed. To keep the image by recording to the CD, choose [RECORD]. To discard the image without burning to the CD, choose [DELETE].

## VIEW AND EDIT IMAGES

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

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



## SHOOT IN SCENE SELECTION MODE

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
- Portrait Mode (MVC-CD400)

**SCN**

## APERTURE PRIORITY MODE

Lets you change the focus depth to bring both the subject and background into focus or to shoot a subject with its background unclear. (MVC-CD400)

**A**

## SHUTTER SPEED PRIORITY MODE

Lets you shoot a fast-moving object with its motion frozen, or the flow motion of a moving subject. (MVC-CD400)

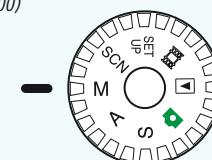
**S**

## MANUAL EXPOSURE MODE

You can manually adjust the shutter speed and aperture values to achieve the desired shooting condition according to your purpose. (MVC-CD400)

**M**

MVC-CD400  
Function Dial



FEATURES	MVC-CD400	MVC-CD250
<b>Optical/Digital/Total Zoom</b>	3X Optical Zoom lens, 2X Precision Digital Zoom, 6X Total Zoom Carl Zeiss® Vario-Sonnar™	3X Optical Zoom lens, 2X Precision Digital Zoom, 6X Total Zoom
<b>Image Sensor</b>	4 Megapixel Super HAD™ CCD	2 Megapixel Super HAD™ CCD
<b>Supplied Media</b>	1 GB – CD-R (x6), CD-RW (x1)	1GB – CD-R (x6), CD-RW (x1)
<b>LCD Viewfinder</b>	2.5" 123K	2.5" 123K
<b>Auto Focus</b>	5 Area Multi-Point Auto Focus (Auto Selectable)	3 Area Multi-Point Auto Focus (Auto Selectable)
<b>Manual Focus</b>	14-step Manual Focus with Macro	5-step Manual Focus with Macro
<b>Auto Focus Assist</b>	Hologram AF Class 1 Laser	AF Illuminator Light
<b>Auto Exposure Modes</b>	Multi-Pattern Measuring or Spot Meter	Multi-Pattern Measuring or Spot Meter
<b>Scene Modes</b>	Portrait, 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, Hot Shoe	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	12-bit DXP
<b>ClipMotion Animated GIF</b>	160x120, 80x72	160x120, 80x72
<b>Multi-Burst Mode</b>	16 Frame (320x240)	16 Frame (320x240)
<b>Image Sizes</b>	2272x1704, 2272 (3:2), 1600x1200, 1280x960, 640x480	1600x1200, 1600 (3:2), 1280x960, 640x480
<b>Still Image Modes</b>	JPEG (fine), JPEG (standard), TIFF, Email	JPEG (fine), JPEG (standard), TIFF, Email
<b>MPEG Movie Modes</b>	HQX, Presentation and Video Mail w/Audio	HQX, Presentation and Video Mail w/Audio
<b>Focal Length</b>	7.0 – 21.0mm	6.4 – 19.2mm
<b>35mm Equivalent</b>	34 – 102mm	41 – 123mm
<b>Aperture</b>	f2 – 2.5	f3.8 – 3.9
<b>Minimum Focus Distance</b>	1.6" (40 mm) Macro	1.2" (30 mm) Macro
<b>Shutter Speed</b>	Auto (1/30 – 1/1000 sec) Manual (8 sec – 1/1000 sec)	Auto (1/30 – 1/1000 sec) Twilight (2 sec – 1/1000 sec)
<b>Manual Exposure</b>	±2.0 EV in 1/3 EV steps	±2.0 EV in 1/3 EV steps
<b>Flash Effective Range</b>	1.6 – 16.4 ft (.5-5.0m)	2.6 – 11.5 ft (.8-3.5m)
<b>White Balance</b>	Auto, Daylight, Cloudy, Fluorescent, Incandescent, One Push	Auto, Daylight, Cloudy, Fluorescent, Incandescent
<b>Picture Effects</b>	Black & White, Solarize, Sepia, Negative Art	Black & White, Solarize, Sepia, Negative Art
<b>Video Output</b>	Yes, NTSC/PAL Selectable	Yes, NTSC/PAL Selectable
<b>USB Interface</b>	Yes	Yes
<b>Self Timer</b>	Yes, 10 seconds	Yes, 10 seconds
<b>Rechargeable Battery</b>	InfoLithium® M Series	InfoLithium® M Series
<b>Supplied AC Adapter Battery Charger</b>	Yes	Yes
<b>Dimensions</b>	5-1/2 x 3-3/4 x 4-1/8"	5-1/2 x 3-3/4 x 4"
<b>Weight (w/ battery &amp; media)</b>	1 lb 7 oz	1 lb 6 oz



# CD Mavica

## STILL IMAGE STORAGE CAPACITY

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

RECORDING MODE	Normal	E-Mail	TIFF (MVC-CD400)	TIFF (MVC-CD400)	Voice*
2272 x 1704	119 / 66	114 / 64	10 / 9	–	110 / 63
2272 (3:2)	119 / 66	114 / 64	11 / 10	–	110 / 63
1600 x 1200	114 / 64	215 / 125	10 / 10	20 / 19	201 / 120
1600 (3:2)	235 / 131	215 / 125	–	22 / 21	201 / 120
1280 x 960	235 / 131	304 / 181	10 / 10	21 / 20	278 / 171
640 x 480	1297 / 658	849 / 520	11 / 11	22 / 21	672 / 448

## MPEG MOVIE STORAGE CAPACITY

Amount of shooting time that can be stored

RECORDING MODE	IMAGE SIZE					
	320 (HQ)	320x240	160x112	160 x 120 10 fps max	120 x 108 2 fps max	320x240
MPEG Movie	5 min 53 sec	23 min 38 sec	89 min 36 sec	–	–	–
Clip Motion	–	–	–	478	949	–
Multi Burst Standard/Fine	–	–	–	–	–	347 / 195

Note: Available storage capacities may vary and a portion of the memory is used for data management functions. All numbers approximate.

\*When recording sound for 5 seconds



# SONY DIGITAL STILL CAMERA GLOSSARY

SONY

## **Aperture Priority Exposure Mode:**

Aperture allows the photographer to select the aperture over its full range and have the camera select the appropriate shutter speed for correct exposure. Aperture Priority allows the photographer to control "depth of field" – the range in front and behind the subject that remains in focus.

## **3:2 Aspect Ratio:**

Digital still cameras take pictures in a ratio of 4:3. Film cameras use the ratio of 3:2. That's why Sony offers a 3:2 mode. It yields prints that fit the shape of conventional picture frames, greeting cards and photo albums.

## **Auto Exposure:**

Auto Exposure automatically corrects the amount of light on the subject.

## **Built-In Intelligent Pop-up Flash:**

Select from 1 of 3 modes – On, Off, and Auto to adjust for the optimum amount of flash. The flash can be set to turn on automatically in low-light conditions, preventing your subject from being in the dark and making sure your picture quality is at its best.

## **Carl Zeiss®:**

Since its beginnings in 1847, Carl Zeiss has produced quality optics for a broad range of equipment that requires optimal performance and precision. Many Sony cameras make use of Carl Zeiss optical systems that allow more light to pass through the cameras optics to reach the CCD resulting in better contrast, better color, and lower chromatic aberration.

## **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™ Feature:**

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.

## **CD-R:**

CD-R (Compact Disc Recordable) is CD media, which allows information to be written to it. CD-R media allows for multi-session writing, which means that the disc can be finalized, removed from the camera for use in a CD drive, re-inserted in the camera, and re-initialized to record additional information. Images recorded to CD-R media cannot be erased to regain space, and when a CD-R disc is full no more data can be written to it.

## **CD-RW:**

CD-RW (Compact Disc Re-Writeable) is CD media, which allows information to be recorded, erased and re-formatted allowing the disc to be used again and again. CD Mavica camera's writing system allows the most recently recorded image(s) to be erased in sequence, recovering disc capacity.

## **Confirm Before Write:**

"Confirm Before Write" holds the captured image in temporary memory for quick review during which it can be visually "confirmed" or deleted before writing it to the storage media. This allows accidental or mistaken shots to be deleted before even being stored.

## **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 on the LCD.

## **DXP (Digital Extended Processor):**

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

## **E-Mail Mode:**

E-mail mode allows you to transfer images faster because of the reduced file size.

## **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.

## **Finalize:**

The process of creating a Table of Contents (TOC) to allow CD-R/RW disc to be read in a compatible CD-ROM or CD-R/RW drive – similar to "closing a session" when using CD-R/RW in a PC. Because CD-R discs can be re-initialized for further shooting, finalization can be performed multiple times (see "Un-finalize" for CD-RW). However, as each Finalization consumes approximately 13 megabytes of disc space, it is recommended only when no further shooting is desired.

## **Format:**

The Format command divides re-recordable media into marked sectors so that it may store data completely. Formatting permanently removes all data from the media and deletes the index data file.

## **GIF (Graphics Interface Format):**

A file format and compression algorithm well-suited to high-contrast graphics. Used by Sony for animated GIF files created using the "Clip Motion" option.

## **Hologram AF:**

Hologram AF projects a focused holographic pattern with a Class 1 laser, to provide contrast and illumination for accurate focus in low or no light conditions – even with low contrast subjects.

## **Hot Shoe:**

The Hot Shoe allows external flash systems, to synchronize with the camera's shutter.

## **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.

## **Initialization:**

A brief process that prepares a CD-R or CD-RW to have data (pictures, mpegs etc.) written to it. A blank CD-R or CD-RW disc must be initialized before it can be used to capture images in a CD Mavica camera.

## **JPEG:**

Stands for "Joint Photographers Experts Group." Digital images are captured in a JPEG format which can be easily transferred to Macintosh® or PC computers.

## **LCD Screen:**

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

## **Manual Exposure Mode:**

Manual exposure allows the photographer to select both the aperture and shutter speed independently of the camera's exposure meter. This provides control over motion capture, depth of field, and exposure at the same time. Because the camera is no longer controlling exposure, an indicator showing the variance from the camera's metered exposure is often provided.

## **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.

## **MPEG Movie HQX:**

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

## **Multi Point AF:**

By measuring contrast from multiple points of the frame, Multi-point AF can intelligently focus on the subject, instead of mistakenly focusing on the background. The MVC-CD250 focuses automatically with three horizontally arranged focus points, while the MVC-CD400 offers five focus points (left/center/right/up/down) which can operate automatically, or can be manually selected.

## **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:**

There are 4 different modes to change the effect on the picture: Black & White, Sepia, Negative Art and Solarization.

## **Pixels:**

The elements that make up a display or imager. The larger the number of pixels, the greater the detail and clarity of the display or the image.

## **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 Priority Exposure Mode:**

Shutter Priority allows the photographer to select the shutter speed over its full range and have the camera calculate the best aperture for correct exposure. Shutter Priority allows the photographer to control how the camera captures motion such as freezing action in sports scenes.

## **Shutter Speed:**

CD Mavica cameras shutter speeds range from 2 seconds – 1/1000 of a second for the MVC-250 or 8 seconds – 1/1000 for the MVC-400 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 microlens, Super HAD™ CCDs provide excellent image quality by allowing more light to reach each pixel, increasing sensitivity and reducing noise.

## **TIFF (Tagged Image File Format):**

TIFF is a non-compressed image format that maintains high quality and accuracy of the image file. This format is ideal for situations where the highest quality is required – such as printing a large, high-resolution image.

## **Un-Finalization:**

The process of preparing a finalized CD-RW for additional shooting. Because CD-RW is re-Writeable, the finalization can be erased and the space recovered for further recording. Unfinalization provides CD-RW media with flexibility and efficiency - finalize whenever the disc is to be used with a PC, and unfinalize whenever more shots are to be taken - without any loss of capacity.

## **USB:**

Universal Serial Bus is a high speed digital interface used for transferring MPEG movies and digital still images from Sony Digital cameras to computers. USB currently offers a maximum transfer rate of 12-megabits per second.

## **Video Outputs:**

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

## **White Balance:**

This establishes the tint, or hue, of the picture by adjusting sensitivity to red and green light. After it does this, white objects will appear white.



InfoLithium® M Rechargeable Battery  
(NP-FM50)



AC/DC Dual Battery Adapter/Charger  
(AC-SQ950D)



CD Mavica® Camera Starter Kit  
(ACC-MVC2)



Compact Disc Media  
(10MCR-156A, 5MCR-156A,  
3MCRW-156A, MCR-156A, MCRW-156A)



LCD Hood Finder  
(DSAC-MVC)



Deluxe Carrying Case  
(LCS-VA3)



Soft Carrying Case  
(LCS-MV4)



Lens Filter  
(VF-52CPKS) \*

## 2002-2003 CD MAVICA® CAMERA ACCESSORIES

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



## CD MAVICA® SERIES

# SONY

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\*Compatible with MVC-CD400

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

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Pocket Tripod  
(VCT-TK1)



Lightweight Tripod  
(VCT-R640)



Accessory Flash  
(HVL-F1000)



High Grade Telephoto Lens  
(MVC-CD250 only) (VCL-HB2037X)



High Grade Wide Angle Lens  
(MVC-CD250 only) (VCL-HG0737X)



Digital Photo Printer  
(DPP-SV88)



Lens Adapter Ring  
(VAD-S70)



Polarize Filter Kit  
(VF-37CPKS – MVC-CD250)  
(VF-52CPKS – MVC-CD400)\*

