



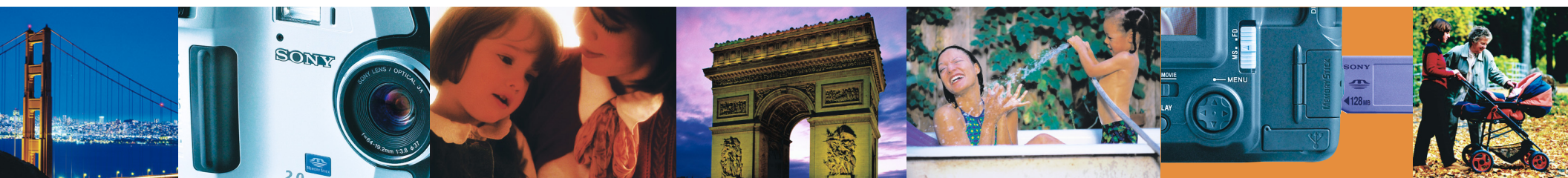
DIGITAL STILL CAMERAS TRAINING GUIDE

SMARTER CAMERAS MEAN BETTER PICTURES



FD MAVICA® SERIES

SONY



FD MAVICA®: SHOOT & SHARE WITH FAMILIAR FLOPPY.

Got a floppy? Take a picture! A Sony FD Mavica® camera is all you need to make it happen. Pop in a disk, snap off a shot – see it on your PC. FD Mavica cameras MVC-FD200, MVC-FD100 and MVC-FD75, also deliver a great combination of ease of use and outstanding image quality. It's as easy as Shoot, Store, Share.

- **Familiar Floppy!** The universal 3.5" floppy disk is the easiest way for photographers to shoot, store and share.
- **Easy to Use:** FD Mavica camera's intuitive controls, ergonomic design and one step shoot & store process make it easy to start taking great pictures.
- **Superb Images:** The lens system takes full advantage of Sony's high resolution CCDs to optimize image quality.
- **Smart Features:** Auto Focus, Intelligent Flash with Red-Eye Reduction and Auto Exposure modes let any photographer shoot expert photos. Playback Zoom, Trim and Resize provide additional in-camera editing features after the shot is taken.
- **Dual Media is Twice as Nice:** The FD Mavica cameras, MVC-FD200 and MVC-FD100, also incorporate Memory Stick® media technology which allows for storage of hundreds of images and is compatible with over 20 million devices.
- **Make Copies for Friends:** The Disk Copy feature lets you make a copy of your images right in the camera. You can copy images to and from floppy disk and/or to Memory Stick media right in the camera, no computer needed.
- **Fully Equipped and Ready to Shoot!** Sony has put everything right in the box, including a rechargeable long-life InfoLithium® battery, AC Adapter/in-camera charger and USB and video connectors (MVC-FD200 and MVC-FD100 only).
(External charger only for MVC-FD75).

FD Mavica MVC-FD200



Get even more from your memories with the Sony MVC-FD200 camera's high resolution 2.0 Megapixel Super HAD™ CCD!

STEP UP FEATURE

Effective 2.0 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.

FD Mavica MVC-FD100



Flexibility, sophistication and advanced technology come together in the MVC-FD100 camera.

STEP UP FEATURE

Effective 1.2 MEGA PIXELS

1/2.7" 1.2 Megapixel Effective Super HAD™ CCD, 1.3 Megapixel Gross

STEP UP FEATURE

Dual Media

Dual Media Slot: Allows you to save to Memory Stick® media, providing additional flexibility for storing and sharing photos.

STEP UP FEATURE

MPEG MOVIE (No audio)

MPEG Movie Mode: Capture small motion video files that are perfect for emailing to family and friends.

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

PRECISION DIGITAL 6x ZOOM

Total zoom range of 6X brings distant subjects closer so you can frame the shot just how you want it.

FD Mavica MVC-FD75



With the MVC-FD75 digital still camera, now it's easy to shoot and share your pictures!

1/4" 350K Pixel Progressive Scan CCD, 330K Pixels Effective: Progressive Scan technology reads all of the pixels on the imager (CCD) in a single pass, providing smooth, high quality, VGA (640 x 480) images, which are ideal for e-mailing and uploading to websites.

OPTICAL 10x ZOOM

10X Optical Zoom Lens: Optical zoom lens with range of 10X brings distant subjects closer and pulls back for wide shots.

InfoLITHIUM

Rechargeable InfoLithium® Battery System with AccuPower™ Meter: High-capacity, long-life Lithium-Ion battery with Sony's exclusive AccuPower meter continuously displays the battery time remaining in minutes on the LCD screen.

**SONY FD MAVICA® CAMERAS MAKE GREAT PICTURES
SIMPLE TO SHOOT AND EVEN EASIER TO SHARE.**

SONY TAKES BETTER PICTURES. EVERY TIME.

Sony revolutionized the digital world with the introduction of the 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.



DUAL MEDIA

Got a Floppy? Take a Picture!

- **Familiar Floppy!** Store images directly to inexpensive, universal floppy disks. No cables to connect, no drivers to install – pop it into your PC to view and edit images!
- **Dual Media Capability:** The FD Mavica® cameras, MVC-FD200 and MVC-FD100, give you total flexibility. Images can be recorded on to floppy disk media, or for extra storage, record to ultra high capacity Memory Stick® media.
- **Memory Stick®** media is available in sizes up to 128MB, big enough to hold hundreds of JPEG pictures and MPEG movies.

STEP-UP
FEATURE



OPTICS

Professional Grade Optics.

- Sony's high quality lens system 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.
- **Auto Focus** is optimized for ease of use, and takes the difficulty out of shooting images. The result is superb image quality and clarity.



IMAGE QUALITY

Smart Features Deliver Quality Photos Every Time.

NEW

- The MVC-FD200 and MVC-FD100 are TIFF file storage compatible when recording to Memory Stick media.
- For even greater creative control, FD Mavica cameras offer **Manual Exposure** settings to increase or decrease light sensitivity (exposure value – "EV").
- **Intelligent Flash** with **Red-Eye Reduction** is available on the MVC-FD200 and MVC-FD100, providing the appropriate amount of flash for optimum brightness and color accuracy.

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.
- **USB Connection** plugs into virtually any PC for fast & easy image transfer (MVC-FD200 and MVC-FD100 only).
- **Extra large 2.5" LCD viewfinder** provides excellent viewing and playback clarity.



POWER MANAGEMENT

Always Ready!

- High-capacity rechargeable **InfoLithium® L series battery** and **AC Adaptor/in-camera** charger included! The MVC-FD75 includes an external charger only.
- Sony's **AccuPower™** Meter technology optimizes battery life, and eliminates the "memory effect" that can shorten operating time, and displays time remaining in minutes.



CHARGE COUPLED DEVICE

Better CCDs = Better Resolution!

STEP-UP
FEATURE

- Sony's **Super HAD™ CCDs** deliver better image quality by allowing more light in, increasing sensitivity, and reducing noise.
- The MVC-FD200 FD Mavica® camera delivers **2.0 Megapixels** for 1600 x 1200 image size capability.
- Sony's powerful CCD image sensors are the most widely used in the industry – we know how to make the best CCDs for higher resolution, less distortion, and superior image quality.

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

FITS YOUR HAND LIKE A GLOVE.

You'll notice a difference with a Sony FD Mavica® camera as soon as you pick one up. The ergonomic design means that the controls are right where you need them for comfortable operation. The menus are simple and straightforward. The fit, finish, materials and mechanism are everything you'd expect from Sony.



PUTS PICTURES ON THE PC, PRONTO.

With FD Mavica® cameras, putting pictures on your PC is as easy as popping in the floppy disk – no cables to connect, no drivers to install! The MVC-FD200 and MVC-FD100 cameras also offer USB terminals, 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.



GET THE BIG PICTURE.

The MVC-FD200 and MVC-FD100 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 MVC-FD200 and MVC-FD100 camera's LCD into an eye-level viewfinder for shooting in bright 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, and includes everything you need right in the box – including rechargeable Infolithium® L series battery and external charger. The MVC-FD200 and MVC-FD100 add an AC Adapter/In-camera charger, USB and video cables. Also, the dozens of great capabilities offered by FD Mavica® cameras are controlled through easily 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.



FD MAVICA® CAMERAS ARE EASY-TO-USE: NO CABLES TO CONNECT, NO DRIVERS TO LOAD.

Few things are as universal as the 3.5" floppy disk. The FD Mavica® cameras mean hassle-free photography – it's the easiest way to "shoot & share." Taking advantage of the floppy's versatility, Sony revolutionized digital photography in 1997 with the introduction of FD Mavica cameras.

1 Insert floppy disk



2 Take photo

3 See photo



4 Insert floppy in PC for easy transferring

STEP-UP FEATURE

Dual Media is "Twice as Nice" and makes it even easier still.

Because the MVC-FD200 and MVC-FD100 FD Mavica cameras also offer Memory Stick® media capability, you get greater storage capacity for more pictures and MPEG movies, doubling your flexibility!

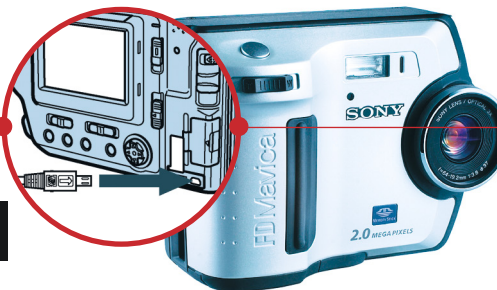
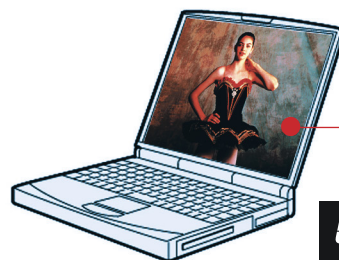


SONY HAS REVOLUTIONIZED HOW PEOPLE THINK ABOUT DIGITAL PHOTOGRAPHY.

DID YOU KNOW?

WITH FD MAVICA® CAMERAS, IT'S EASY TO KEEP CONNECTED.

FD Mavica® cameras (MVC-FD200 & MVC-FD100) 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, FD Mavica® 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.



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

PRECISION-MANUFACTURED GLASS LENSES.

Sony digital cameras have precision glass lenses, manufactured to exacting standards. Sony's lens assemblies are professional grade, with better multi-coatings to limit glare and flare, allowing more light to reach the CCD for superb picture quality and enhanced definition. We go to such extremes because your picture can only be as good as your lens!

SMART AUTO & MANUAL FOCUS SETTINGS MAKE EVERY SHOT SHARP.

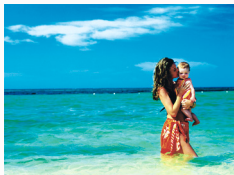






FD Mavica® cameras offer two primary focus control modes – High Speed Scan Auto Focus with Auto Macro is found on the MVC-FD75. The MVC-FD200 and MVC-FD100 add 5-Step Preset Manual Focus with selectable Macro mode.

High Speed Scan Auto Focus/Macro: extremely fast and accurate automatic focus system, ranging from macro close up to infinity in the blink of an eye.

The MVC-FD200 and MVC-FD100's 5-Step Manual Focus with Macro: allows you to establish focus by setting a fixed focal distance between you and the subject. Pre-sets include Macro, 0.5m, 1.0m, 3.0m, 7.0m and infinity, for a wide range of control.

INCREDIBLE ZOOM CAPABILITIES CAPTURE THE EXACT PICTURE YOU WANT.

Whether capturing vacation landscapes or focusing on your little center fielder, Sony's Optical and Precision Digital Zoom get the shots you want! The MVC-FD75 offers an incredibly powerful 10X Optical Zoom, which is one of the largest optical zooms available in the industry. The MVC-FD200 and MVC-FD100's 3X Optical Zoom lenses offer adjustable focal length, so you can fill the frame with the magnified subject. For additional zoom, the Precision Digital Zoom let's you extend the results even further with minimal effect on image quality.

	What you see through the LCD viewfinder (no zoom):	Optical Zoom: Same as traditional camera lenses zooms by changing the focal length of the lens	Precision Digital Zoom: Magnifies the subject on the CCD with virtually no digital artifacts, providing crisp and clear images
MVC-FD200 & MVC-FD100		 3X Optical Zoom	  Precision 2X Digital Zoom – 6X Total Zoom
MVC-FD75		  10X Optical Zoom	



MACRO MODE

The MVC-FD75 has one of the closest macro lenses that Sony makes. It allows you to get extremely close to your subject, in fact, you can get as close as 10mm (4/10") away from your subject for really close detail.



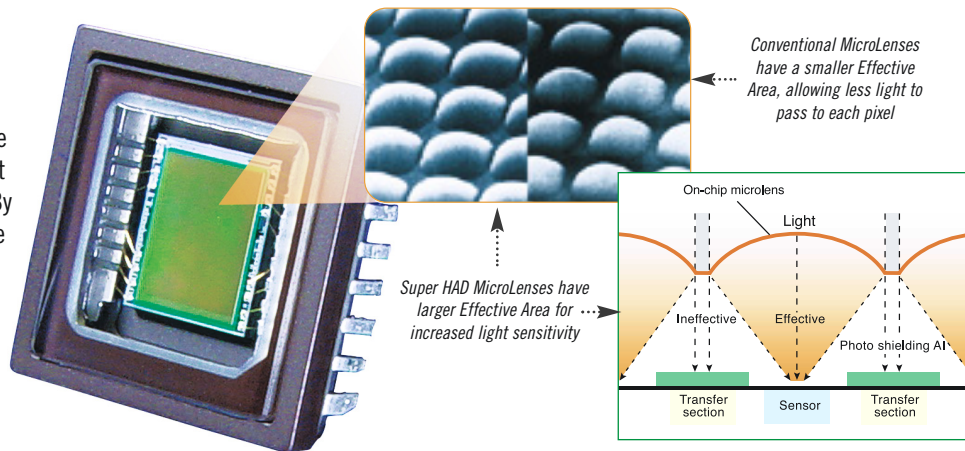


BETTER CCDs MEAN BETTER PICTURES!

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.

*SuperHAD CCD applies to MVC-FD200 and MVCFD100 only.



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



With its **2.0 Megapixel Effective CCD (2.1 Megapixel Gross)**, the FD

Mavica® MVC-FD200 camera captures images in 4 different sizes, up to UXGA (1600x1200 image size).

FD Mavica

DID YOU KNOW?

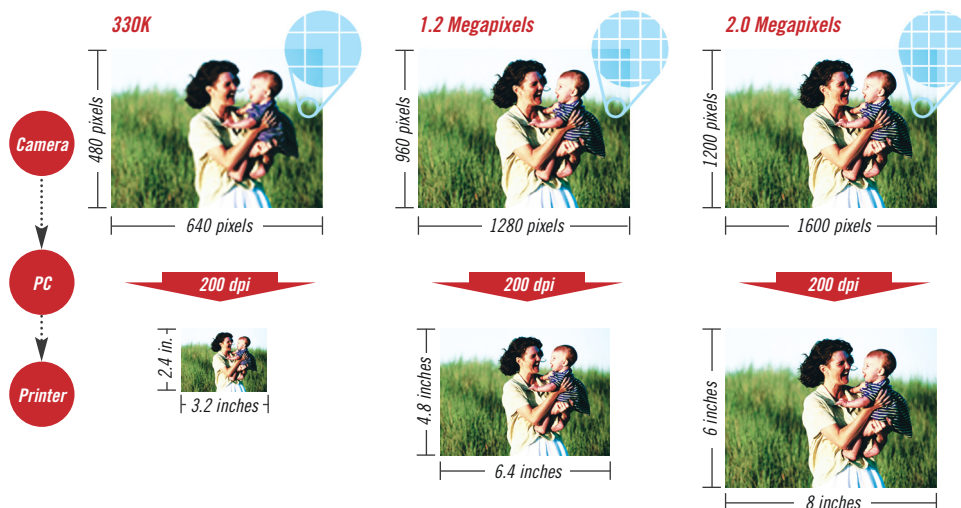
COMPARING IMAGE RESOLUTION & PRINT RESOLUTION

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 FD 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 lighting, distance and contrast; taking the guesswork out of taking great pictures.

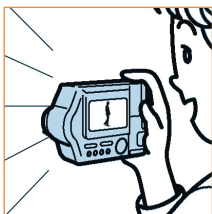
SMART EXPOSURE AND FLASH FEATURES ARE UNDER YOUR CONTROL.

In addition to a highly accurate automatic exposure system, FD Mavica® cameras also offer manual Exposure Value (EV) settings (ranging from +2.0 to -2.0, 1/3 EV steps) to brighten or darken the image in a particular setting. Similar to F-stops on a film camera, you can manually add or subtract the amount of light for proper exposure in extreme shooting conditions such as a spotlight or strong backlight.

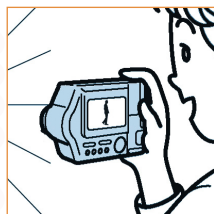
Intelligent Flash with Red-eye Reduction uses a series of pre-flashes that cause the subject's pupils to contract, reducing the possibility of reflection from the back of the eye.



A series of pre-flashes sent out to subject



Final flash is sent to illuminate and capture subject



Red-eye is virtually eliminated



UP TO 12-BIT DXP IMAGE PROCESSING DELIVERS LIFE-LIKE IMAGES WITH BETTER DETAIL.

Our Digital EXtended Processors (12-bit: MVC-FD200 and MVC-FD100) capture the range between highlight and shadow with up to 4,096 values, for extended dynamic contrast and detail.

8-bit = 256 values

10-bit = 1,024 values

12-bit = 4,096 values



10-bit = 1,024 values

12-bit = 4,096 values

Delivers 4 times more color shadings than the current industry-standard (10-bit)



BETTER PICTURES, NO MATTER WHAT THE SETTING.

Sony FD Mavica® cameras offer pre-set Scene modes to match the Auto Exposure system to the shooting conditions. MVC-FD200 and MVC-FD100 cameras' **Landscape, Twilight, Twilight+, Pan Focus and Spot Meter** program Auto Exposure options quickly and easily set proper exposure, shutter and depth of field in a variety of environments. Similarly, the Sony MVC-FD75 FD Mavica camera delivers 6 modes: **Soft Portrait, Sports Lesson, Beach & Ski, Sunset & Moon, Landscape and Pan Focus**.



Landscape Mode: Focuses on far off subject matter which maximizes the depth of field.



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



Twilight+ Mode*: Increases the effectiveness of Twilight mode.



Pan Focus Mode: Adjusts the focus automatically when you go from a close subject to a distant subject.



Spot Meter Mode: For backlight or when there is strong contrast between the subject and the background.



Soft Portrait: Minimizes depth of field to soften the background focus to emphasize the subject.



Sports Lesson: Selects the appropriate shutter speed to freeze action.



Beach & Ski: Compensates for bright reflections which can cause silhouettes.



Sunset & Moon*: Reproduces subjects in dark lighting conditions.

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

FD MAVICA CAMERAS DELIVER PROPER EXPOSURE.

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

How about movies? Stop action photos? Animations? FD 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!

The FD Mavica cameras, MVC-FD200 and MVC-FD100, offer two MPEG movie modes: Video-Mail mode (160 x 112 frame resolution, 8.3 fps) and Presentation mode (320 x 240, 8.3 fps). Capture up to 60 seconds of moving pictures with Sony's MPEG movies in the Video-Mail mode (160 x 112) or up to 15 seconds of higher resolution in the presentation mode (320 x 240).



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 frames per second playback for cool motion capture effects (MVC-FD200 and MVC-FD100 only).

Resolution/Frames:

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

Mobile Mode: 80 x 72 pixels – Maximum of 2 frames can be captured



MULTI-BURST MODE

Captures a sequence of nine (9) 320 x 240 images that playback in the camera's LCD in consecutive order, or as one large image on the computer screen. Excellent for tracking motion progress.



ACCURATE FLASH. EVERY TIME.



PICTURE EFFECTS

Add fun and creativity to your images! FD 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, FD 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 without a PC, Zoom & Trim gives you the control you need!



Original Photo



5X Playback Zoom



E-MAIL MODE

Stores a low-resolution 320 x 240 file in a separate folder from the original image for faster Internet uploads and downloads.

DID YOU KNOW?

ADVANCED PHOTOGRAPHIC TOOLS

In addition to all these great features that virtually automate perfect exposure, FD Mavica cameras also offer advanced features that provide manual control over exposure – including:

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

FD MAVICA® CAMERA: SHOOT, STORE & SHARE

THE UNIVERSAL DIGITAL SOLUTION: STORAGE MEDIA MADE SIMPLE.

What good are digital pictures if the only way to view them is on the camera? Sony's groundbreaking FD Mavica® cameras make it easy to share your pictures with others.

- **Compatibility:** Floppy disks are compatible with virtually all computers with a floppy disk drive. This means no special cables, adapters or software are required to transfer images to your computer. Just pop in the Floppy disk and you're ready to view, share and print!
- **Cost:** Floppy disk cost just pennies a piece, in fact you probably have a bunch of them just sitting around your house – turn them into your digital film! The best part is, because the disks are so affordable, you can share your pictures freely with family and friends.



The **4x High Speed disk drive** gives incredibly quick access (4 times faster than standard drive) for reading from and writing to the floppy disk.



Disk Copy lets you make copies of your images right inside the camera.

Copy from:



To:



SALES TIP!

Sony's innovative FD Mavica® cameras and floppy disk media offer your customers these significant benefits:

- **Universal Storage Media** – familiar floppy disks mean FD Mavica cameras can share images with everyone that has a PC.
- **Ease of Use** – quick and easy transfer of images with floppy disks: no drivers to install, no cables to connect.
- **Low Cost** – inexpensive removable media means you can shoot more!

STEP UP FEATURE

MEMORY STICK® MEDIA: THE DIGITAL STORAGE SOLUTION



The **MVC-FD200 and MVC-FD100 FD Mavica** cameras double your flexibility to record to inexpensive, easy-to-use, universally recognized floppy disks, or in greater capacities using Memory Stick® media. Your customers can choose whether they want to record their images to high capacity Memory Stick media or to the universally recognized floppy disk by selecting the desired recording media to FD or MS using the dual media switch.

- Conveniently holds hundreds of pictures
- Compatible with over 20 million devices, including televisions, notebooks, desktop PCs, printers, Handycam® Camcorders, CLIE™ handhelds and more!
- Small, durable and perfect for transferring images: available in 16MB, 32MB, 64MB and 128MB Memory Stick media
- Capture memory-intensive TIFF (uncompressed data format for greater image quality) files, and MPEG movies





TAKE MORE PICTURES WITH SONY'S ADVANCED POWER SYSTEM.

SHOOT WITH CONFIDENCE – MORE POWER MEANS MORE PICTURES!

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

RECHARGEABLE BATTERY AND CHARGER. INCLUDED.

The FD Mavica® cameras are supplied with a high capacity, rechargeable **L series battery and charger**. The MVC-FD200 and MVC-FD100 add an AC Adapter/In-camera charger, providing power flexibility. Plus, you can also accessorize with a **portable battery AC charger** for around the home and office.



SALES TIP!

FD Mavica® Camera Starter Kit (ACC-MVC2)

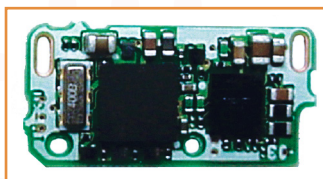
makes the most out of a FD Mavica® camera purchase, and is a natural recommendation. The kit includes an over the shoulder carrying case, spare InfoLithium L series battery (NP-F550) and three floppy disks.



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 IC control interface to communicate charge information to the FD Mavica camera's **AccuPower™ Meter**, which displays remaining battery life right to the minute.

CPU



70 min



"SHOW & SELL" FD MAVICA® CAMERAS

TARGET AUDIENCE

WHO BUYS THE SONY FD MAVICA® CAMERA AND WHY:

FD Mavica shoot & share cameras appeal to a wide range of users, mostly at what would be considered the beginner to intermediate photographer levels, who value the simplicity of using floppy disk media. Target consumers include students, business professionals, parents and grandparents, and Small Office/Home Office users.



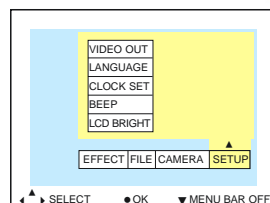
Consumers who purchase FD Mavica cameras are typically looking for:

- **Ease of Use** ("point & shoot") – It's as easy as a floppy. No wires to connect and no drivers to install.
- **Simplicity & Versatility** – It's simple to transfer images to the computer via floppy disk and USB connectivity. Memory Stick® media adds versatility for extra storage capacity.
- **Quality** – Sony components, features and innovation ensure that consumers will get tremendous value with FD Mavica camera.
- **Convenience** – Shoot. Share. Show. It's easy with FD Mavica cameras.

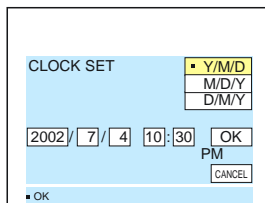
Now that you've learned what the Sony FD Mavica® cameras can do, you can show them off to your customers with this easy and informative step-by-step walk through of the camera's most popular tasks and features.

SETTING-UP FOR THE FIRST TIME

- 1) Press the **▲** on the control button to get the menu bar to appear on the LCD screen.

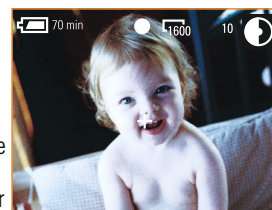


- 2) Select [SETUP] with **▶** on the control button, then press the center **●**. Select [CLOCK SET] with **▲/▼** on the control button then press the center **●**.
- 3) Choose the desired order for the date, month and year using the **▲/▼** on the control button, pushing the center **●** to enter time and date.



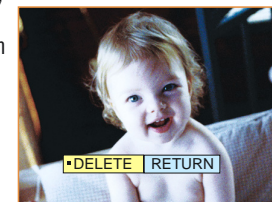
TAKE A PICTURE!

- 1) Insert desired media.
- 2) Set the PLAY/STILL/MOVIE selector to **STILL**.
- 3) Select the media you will be using with the MS/FD selector.
- 4) Press and hold the shutter halfway down, and the camera will adjust exposure and focus automatically in this mode.
- 5) Once the **AE/AF lock indicator** **●** stops flashing, press the shutter all the way down to capture the image.
- 6) The shutter clicks, and "RECORDING" will appear on the LCD screen and the image will be recorded to the media you selected.



QUICK PICTURE REVIEW

- 1) After taking a picture, press the **◀** on the control button to quickly review the last image taken.
- 2) To return to the normal recording mode, select [RETURN] with **◀/▶** on the control button and then press the center **●**.
- 3) Or if you want to delete the last image, select [DELETE] in the Quick Review screen using **◀/▶** on the control button and then press the center **●**. Select [OK] using **▲/▼** on the control button and press the center **●**.



MENU ITEMS REFERENCE LIST

STILL MODE

- Timer
- Effect
 - Picture Effect
 - Date/Time
- Camera
 - ISO
 - Digital Zoom
 - Sharpness
 - White Balance
 - Flash Levels
 - Exposure
- File
 - Format
 - File Number
 - Clip Motion
 - Image Size
 - Record Mode
- Set-up
 - Demo
 - Video Out
 - Language
 - Clock Set
 - Beep
 - LCD Brightness

MOVIE MODE

- Timer
- Effect
 - Picture Effect
- Camera
 - White Balance
 - Exposure
- File
 - Format
 - File Number
 - Image Size
 - Record Time Set
- Set-up
 - Demo
 - Video Out
 - Language
 - Clock Set
 - Beep
 - LCD Brightness

PLAY MODE

- Index
- Delete
- File
 - Format
 - Slide Show
 - Print Mark
 - Protect
- Tool
 - Copy
 - Re-size
- Set-up
 - Video Out
 - Language
 - Clock Set
 - Beep
 - LCD Brightness

MAKE A MOVIE!

- 1) To create an MPEG Movie, set the PLAY/STILL/MOVIE selector to **MOVIE**.
- 2) Select the media you will be using with the MS/FD selector.
- 3) Press the **▲** on the control button to access the menu and select file. Using **▲** to access Image Size and select the desired MPEG image size.
- 4) Press the shutter fully down, and "REC" will appear on the LCD to indicate that you are recording the moving images.



- 5a) If you press the shutter momentarily, the images are recorded for 5 seconds.
- 5b) If you hold the shutter down, the image is recorded as long as the shutter is held down, for up to 60 seconds.

PLAY YOUR MOVIE!

- 1) Set the PLAY/STILL/MOVIE selector to **PLAY**.
- 2) Select the playback media using the MS/FD selector.
- 3) Press the **▲** on the control button to display the menu bar to appear on the LCD screen.
- 4) Select the desired moving image with the control button. Press **▲/▼/◀/▶** on the control button to select.



WHEN TO USE SCENE MODE

- 1) Set the PLAY/STILL/MOVIE selector to **STILL**.
- 2) Press **PROGRAM AE** repeatedly to select the desired Program AE mode.



Landscape Mode
(Focuses on distant subject)



Twilight Mode*
(Slow shutter, flash is off)



Twilight+ Mode*
(Increases effectiveness of Twilight Mode)



Pan Focus Mode
(Adjusts between near and far subjects)



Spot Meter Mode
(For backlight or spotlight lighting)

**Recommend using a tripod.*

FLASH MODE: RED-EYE REDUCTION

- 1) The initial Flash setting is **AUTO**. In this mode, the flash is automatically activated in dark settings.
- 2) To change the flash mode, press the **⚡** (Flash) button several times until the desired flash mode indicator appears on the LCD screen.
- 3) Each time you press the button, the indicator changes as follows:
 - 👁 Red-Eye Reduction
 - ⚡ Forced Flash
 - 🚫 No Flash
- 4) Select the **RED-EYE REDUCTION** mode to create flash strobes prior to recording so that red-eye is reduced.



FUNCTION MODE

- Play
- Still
- Movie



FLASH

- Auto
- Red-Eye Reduction
- Forced Flash
- No Flash



PROGRAM AUTO EXPOSURE (AE)

- Landscape
- Twilight
- Twilight+
- Pan Focus
- Portrait



FOCUS

- Auto
- Macro
- Pre-set (Manual)



FEATURES	MVC-FD200	MVC-FD100	MVC-FD75
Optical/Digital/Total Zoom	3X Optical Zoom, 2X Precision Digital Zoom, 6X Total Zoom	3X Optical Zoom, 2X Precision Digital Zoom, 6X Total Zoom	10X Optical Zoom
Image Sensor	2.0 Megapixel Super HAD™ CCD	1.2 Megapixel Super HAD™ CCD	Progressive Scan CCD 350K Pixels
Recording Media	Dual: Floppy Disk and Memory Stick® media	Dual: Floppy Disk and Memory Stick® media	Floppy Disk
LCD Viewfinder	2.5" 123K Pixel	2.5" 123K Pixel	2.5" 84K Pixel
Auto Focus	Auto Focus , Pre-set	Auto Focus, Pre-set	Full Range Auto Focus
Manual Focus	5-step Manual Focus with Macro	5-step Manual Focus with Macro	N/A
Program Auto Exposure Modes	Twilight, Twilight+, Landscape, Pan Focus and Spot Meter	Twilight, Twilight+, Landscape, Pan Focus and Spot Meter	Soft Portrait, Sports Lesson, Beach & Ski, Sunset & Moon, Landscape, Pan Focus
Flash Modes	3 Mode Intelligent Flash with adjustable Level and selectable Red Eye Reduction	3 Mode Intelligent Flash with adjustable Level and selectable Red Eye Reduction	Auto, Forced Flash and Off
DXP Analog-to-Digital Conversion	12-bit DXP	12-bit DXP	10-bit DXP
Clip Motion Animated GIF	Yes (160 x 102, 80 x 72)	Yes (160 x 102, 80 x 72)	N/A
Image Sizes	1600 X 1200, 1600 x1072 (3:2), 1600 x 1200 (ECM), 1024 x 768, 640 x 480	1280 x 960, 1024 x 768, 640 x 480	640 x 480
Still Image Modes	JPEG (Fine & Standard), TIFF (MS), Email	JPEG (Fine & Standard), TIFF (MS), Email	JPEG, Bitmap, Email
MPEG Movie Modes	Presentation, Video Mail (No audio)	Presentation, Video Mail (No audio)	N/A
Focal Length	6.4 - 19.2mm	6.4 - 19.2mm	4.2 - 42mm
35mm Equivalent	41 - 123mm	41 - 123mm	40 - 400mm
Aperture	f3.8 – 3.9	f3.8 – 3.9	f1.8 – 2.9
Minimum Focus Distance	1.2" (30 mm) Macro Mode	1.2" (30 mm) Macro Mode	0.4" (10 mm) Auto Macro
Shutter Speed	Auto (2 - 1/800 sec)	Auto (2 - 1/800 sec)	Auto (1/60 - 1/4000 sec)
Flash Effective Range	1.6 - 6.5 ft (0.5 - 2.0m)	1.6 - 6.5 ft (0.5 - 2.0m)	1.6 - 8.2 ft (0.5 - 2.5m)
White Balance	Auto, Indoor, Outdoor, Hold	Auto, Indoor, Outdoor, Hold	Auto
Picture Effects	Black & White, Solarize, Sepia, Negative Art	Black & White, Solarize, Sepia, Negative Art	Black & White, Solarize, Sepia, Negative Art
Video Output	Yes (NTSC/PAL)	Yes (NTSC/PAL)	N/A
USB Interface	Yes	Yes	N/A
Self Timer	Yes, 10 seconds	Yes, 10 seconds	Yes, 10 seconds
Rechargeable Battery	InfoLithium® L Series (NP-F330)	InfoLithium® L Series (NP-F330)	InfoLithium® L Series (NP-F330)
Supplied AC Adapter & Battery Charger	Yes (AC-L10)	Yes (AC-L10)	Charger only (BC-V615)
Dimensions	5-3/5" x 4-1/10" x 3-1/16"	5-3/5" x 4-1/10" x 3-1/16"	5-7/16" x 4-1/6" x 2-7/16"
Weight (w/ battery & media)	1 lb 4 oz	1 lb 4 oz	1 lb 5 oz



FD Mavica®

STILL IMAGE STORAGE CAPACITY

Number of images that can be stored (Standard/Fine) – Floppy & Memory Stick® Media*

Image Size	Floppy	8MB	16MB	32MB	64MB	128MB
1600x1200	4	8	16	32	64	128
1600x1072 (3:2)	4	8	16	32	64	128
1600x1200 (ECM)	8	N/A	N/A	N/A	N/A	N/A
1280x960	6	10	20	50	100	200
1280x960 (3:2)	6	10	20	50	100	200
1024x768	10	20	40	80	165	335
640x480	30	45	95	195	390	785
640x480	20/40	N/A	N/A	N/A	N/A	N/A

MPEG MOVIE STORAGE CAPACITY

Maximum Storage Time – Floppy & Memory Stick® Media

Mode	Floppy	8MB	16MB	32MB	64MB	128MB
Presentation (320 x 240)	15 sec	1 min 20 sec	2 min 40 sec	5 min 20 sec	10 min 40 sec	21 min 20 sec
Video Mail (160 x 112)	1 min	5 min 20 sec	10 min 40 sec	21 min 20 sec	42 min 40 sec	85 min 20 sec

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

*Refer to specifications for available recording sizes.

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 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.

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.

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. number 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.

Floppy Disk:

A universal storage media that allows you to "share" with anyone and virtually any PC in the world.

Full Range Auto Focus:

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

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.

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.

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® Digital Data Storage Media:

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

MPEG Movie (no audio):

Record up to 60 seconds of MPEG1 video clips at 8.3 frames per second. These clips are great for emailing.

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 Speed:

FD Mavica® cameras offer shutter speeds ranging from 1/60 – 1/4000 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:

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.



InfloLithium® Rechargeable Battery
(NP-F550)



Portable AC Adapter/Charger
(ACV-V700A)



FD Mavica® Starter Kit¹
(ACC-MVC2)



Car Battery Adapter
(DCC-L50)



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



LCD Hood Finder
(DSAC-MVC)



Deluxe Carrying Case
(LCS-VA3)



Soft Carrying Case
(LCS-MVC4)

FD MAVICA® SERIES DIGITAL STILL CAMERA ACCESSORIES

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



FD MAVICA® SERIES

SONY

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¹Media 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

CA4855

High Grade Wide Angle Lens
(VCL-HG0737X)



High Grade Telephoto Lens
(VCL-HG2037X)



Polarizing Filter Kit
(VF-37CPK)



Lightweight Tripod
(VCT-R640)



Memory Stick Reader/Writer for USB¹
(MSAC-U20)



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



Digital Photo Printer
(DPP-EX5)



Battery Charger
(BC-V615)

