

Press Release

Berlin, 6 January 2005

Ultra Thin and Highly Stylish Sony Cyber-shot T33 Gets You That Shot Faster - Whenever, Wherever You Are

Sony's easy to use Cyber-shot has something to offer all levels of user with its 5.1 effective Megapixel CCD, 2.5-inch Clear Photo Hybrid LCD, Carl Zeiss Vario-Tessar zoom lens, advanced camera features and super-slim robust metal body.

Little marvel

You can be sure of a **perfect picture** with the **Sony Cyber-shot T33**. Though **amazingly slim** (about the size of a pack of cards) it's packed with features to make life easier for both basic and advanced users. With a **5.1 effective Megapixel CCD** and the special Sony **Real Imaging Processor** providing the quality control, your colours will be richer, the detail finer and your resulting prints larger than ever. It's easier to shoot photos as well. The monitor on the back is comprised of a very substantial **2.5-inch Hybrid LCD** with **Clear Photo** technology, which means that you can view your subject, frame your shot or review your pictures on a **clear, bright screen** – even in strong the sunlight.



Precision engineering

The slim profile of the Sony Cyber-shot T33 hasn't stopped Sony from incorporating a **very high quality zoom** lens, folded within the **metal body** to keep the exterior as thin as possible. **Carl Zeiss** the Vario-Tessar **3X Optical Zoom** guarantees that your images will be crystal clear, no matter how much you zoom in. If you need a little extra help, the **6X Digital Zoom**, **14X Smart Zoom** facility, and **1cm Macro** in **Magnifying Glass** modes are on hand for subjects near and far.



Photos to go

Small enough for a handbag or shirt pocket, you can take this camera anywhere. If you're at the beach or on the ski slopes, at a fireworks display or at a child's birthday there's a setting for you among the **nine Scene Selection modes**. No need to worry about exposure or shutter speed-it's all been pre-set. Just choose the mode to fit and **shoot away**. Using Sony **Memory Stick** for storage means you can share your pictures just as easily, or print them out by connecting the camera directly to a **PictBridge*** compatible printer.

While you can take the **fully automatic** route with this compact camera not everyone wants to just point and shoot when faced with a good photo opportunity; sometimes you'd like to be a bit more creative. Sony has the answer with the many **advanced photographic features** on the Cyber-shot T33. Easily adjust the colour saturation, sharpness, and contrast - all this and more is capable with this marvellously thin camera.

Powered up

Battery performance isn't a problem either as you can fire off up to **180** shots on a single charge** of the battery-**you won't miss the action** because the Real Imaging Processor provides a very quick camera response time. If you do run out of juice, just charge it up again with the power adaptor or dock the camera in the **Cyber-shot Station**. This companion cradle for the Cyber-shot T33 starts charging the battery as soon as you dock the camera. While it's there you can view a **slideshow** or **high-resolution MPEG video** on the big LCD (the Cyber-shot Station angles the screen perfectly) or on the even bigger TV screen. You can even choose to edit or print your photos while the battery charges. All the connectivity you'll need is on the Cyber-shot station.

The 'Champagne Gold' Cyber-shot T33 will be available throughout Europe in late January 2005, with a white model scheduled for shipment in February. Colour availability may vary by country.

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NOTES FOR EDITORS

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

About the Cyber-shot T33

Sony's Cyber-shot T33 is an ultra-thin, 5.1 effective Megapixel camera that benefits from a variety of imaging, energy and picture-enhancing features. Chief among these is the Sony Real Imaging Processor that lies at the heart of the camera, controlling a diverse range of functions such as image processing speed and exposure evaluation and leading to energy efficiency and accuracy in colour reproduction.

In conjunction with the Real Imaging Processor, the Vario-Tessar 3X Zoom lens from the world-famous Carl Zeiss Company provides pin sharp focus and smooth zooming. The lens has been specially designed with a folded path optical lens system to keep the camera slim and offers superior optical quality (11 elements in 8 groups, including 3 aspheric elements, 1 prism) for such a compact mechanism.

For extending picture-taking opportunities, Sony also incorporates a 6X Precision Digital Zoom into this model. A Smart Zoom function allows you to add even more detail to your image by using the higher mega pixel CCD to zoom in to your subject by up to a factor of twelve and cropping the image to VGA size. Of course the third part of the imaging trio is the Super HAD CCD. This provides 5.1 effective Megapixel resolution, which make the Cyber-shot T33 capable of taking highly detailed pictures and supports large image printing.

About Stamina and ease of use

The camera would be nowhere without power, and for this the Cyber-shot T33 makes use of a rechargeable InfoLITHIUM battery that, combined with Sony's STAMINA power management, can provide 180** shots on one charge.

For viewing your images and framing your shots on the sizeable 2.5-inch Hybrid LCD monitor, the Cyber-shot T33 makes use of Sony's Clear Photo LCD anti-reflective technology for higher contrast, resolution and brightness, as well as an enlarged colour range. Thanks to Sony's Hybrid technology, the LCD is able to present your subject, menu and images clearly in bright, outdoor conditions, such as at the ski resort or on the beach, where contrast can often cause viewing problems. The panel protects the LCD and the menu has also been enhanced for ease of use, activating a new animated and enlarged icon feature whenever the user changes the Flash, Macro or Self-Timer setting.

Ease of use is also behind the provision of the nine Scene Selection modes offered by the Cyber-shot T33. As well as setting automatic exposure, aperture and shutter speed for a variety of conditions and environments (such as twilight portrait, landscape or fireworks), there is a high-speed shutter mode and a Magnifying Glass mode. This latter mode works well in conjunction with the large LCD, presenting macro images magnified up to 3.3 times and allowing close shooting down to a distance of 1cm.

The camera has several advanced focussing options including Multi-point and Spot Auto Focus (AF) as well as options for saturation, contrast and sharpness. There is an exposure bracketing setting and noise reduction options include Clear Colour NR and Clear Luminance NR to produce images with finer detail and less noise.

Compact storage is provided by Memory Stick Duo™ and Memory Stick PRO Duo™, connectivity options include Hi-Speed USB 2.0 and an enhanced version of the PictBridge* interface provides a way for the Cyber-shot T33 to connect directly to a compatible printer without the need for a PC.

About the Real Imaging Processor

The Real Imaging Processor was designed by Sony to provide a faster start-up time, enhanced colour reproduction and an improved signal to noise ratio, resulting in greatly improved picture quality and camera operation. Considerable multi-burst shooting is possible thanks to the Real Imaging Processor as well as a beneficial effect on the battery performance of the Cyber-shot T33. It also makes high-resolution video possible with this digital still camera, recording footage in MPEG Movie VX Fine (480 x 460, 30 frames per second) format – the recording time is only limited by the capacity of your Memory Stick PRO Duo™ media (optional).

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About the Cyber-shot Station and Accessories

Supplied with the Cyber-shot T33, the Cyber-shot Station is a powered cradle that allows the camera to be docked when not being used for shooting. The Cyber-shot station begins charging the battery as soon as the camera is docked and tilted at an ideal angle the camera can provide a slideshow on its large 2.5-inch LCD monitor. It also provides USB, printer and AV connectivity, so viewing images on a TV or working with them on a PC is simply done.

Sony also includes a variety of accessories with the Cyber-shot T33. These include a 32 MB Memory Stick Duo™ and Adaptor, an AC Adaptor, Wrist Strap, Camera holder for tripod, a CD containing software (including Picture Package, Image Mixer) and USB driver, as well as AV and USB cables. Other optional accessories include an NP-FT1 InfoLithium Battery, several stylish carrying cases as well as underwater housing (MPK-THB) which allows diving with your camera to a depth of 40 metres.

Key specifications: **Cyber-shot T33**

- Clear Photo LCD (2.5" Hybrid)
- 5.1 effective Megapixels
- 3x Optical Zoom, up to 12x Smart Zoom, 6x Precision Digital Zoom
- Macro 1cm (in Magnifying Glass Mode)
- Quick Operation (Start-up 1.3 sec, Shutter Time Lag 0.23 sec, Shutter Release Lag 0.009 sec)
- Slim and Compact High Quality Aluminium Body with Hair Line Finishing
- Real Imaging Processor
- MPEG VX Fine with Audio
- AF Illuminator
- Histogram Indication
- USB 2.0 High Speed Transfer
- Scene Selection Mode
- PictBridge Compatible
- Long Battery Life (approx 180 shots by CIPA standard)
- Cyber-shot Station Supplied

* PictBridge is a trademark

** The measurement method is based on the CIPA standard (CIPA: Camera & Imaging Products Association). Subject to errors and technical changes.

For more information, please contact:

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