DSC-W330

NEW

The DSC-W330 captures amazingly detailed images with a Carl Zeiss® 26mm equivalent wide angle 4x zoom lens. Taking and reviewing images is made easy with a large 3.0″ LCD[1] and advanced features including Easy mode, iAuto and SteadyShot® image stabalization™ make it easy to capture great images in various conditions.

- **14.1 Megapixel Super HAD™ CCD Image Sensor**
  A powerful 14.1 megapixel 1/2.3″ Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 14.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19″) size, or crop your images and still come away with high resolution shots.

- **Carl Zeiss® Vario-Tessar® Lens with 4x Optical Zoom with 26mm equivalent wide**
  The professional-quality Carl Zeiss® Vario-Tessar® 4x optical zoom lens with 26mm equivalent wide angle brings distant subjects closer for great outdoor, sports, and travel photos.

- **3.0″ Clear Photo LCD™ display (230k pixels)[1]**
  Generous 3.0″[1] (230K pixels) Clear Photo LCD™ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

- **Intelligent Auto (iAuto) mode**
  Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, and faces, and adjusts settings resulting in clearer images, faces with more natural skin tone, and less blur. By incorporating advanced features such as Intelligent Scene Recognition, Face Detection technology, and SteadyShot™ image stabilization, iAuto mode lets you take advantage of the latest Sony® Cyber-shot® technology without leaving auto mode. Whether you're shooting landscapes, capturing a beautiful flower, or taking pictures at an in-door birthday party or wedding shower, iAuto mode will optimize your camera's settings to help ensure you come away with a great shot.

- **Intelligent Scene Recognition (iSCN) Mode**
  Intelligent Scene Recognition (iSCN) Mode automatically detects seven different types of scenes and, within just 1/30th of a second, selects the appropriate camera settings: Twlight, Twilight Portrati, Backlight, Backlight Portrait, Landscape, Macro, Portrait. iSCN has two modes: Auto and Advanced. In Auto Mode, the camera takes a single shot using the optimal settings. In Advanced Mode, the camera takes a photo with the optimal settings and, if in difficult lighting (low light or back light) immediately takes a second photo with another optimized setting so you can choose which to keep.

- **Steady Shot Image Stabilization**
  SteadyShot™ image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies.

- **Face Detection technology**
  Face Detection technology detects up to eight individual faces and adjusts flash, focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

- **Motion Detection**
  Motion Detection, along with Face Motion Detection adjusts ISO sensitivity and increases the shutter speed when movement is detected, reducing blur in moving subjects and faces.

- **Smile Shutter™ technology**
  Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also select the degree of Smile Detection Sensitivity. Intelligent Scene Recognition can be used together with Smile Shutter™ mode. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

- **Scene modes**
  The DSC-W330 features 10 convenient scene modes: High Sensitivity / Twilight / Twilight Portrait / Portrait / Landscape / Beach / Snow / Underwater / Gourmet / Pet.

- **Intelligent AF**
  Thanks to Intelligent AF technology, capture fleeting moments like a child's adorable expression with the ultra-quick AF. The camera is always ready to take the best shot.

- **Easy Shooting Mode**
  With Easy Shooting Mode, even beginners can take great photos. In Easy Shooting Mode, easy-to-understand basic instructions are displayed on the LCD screen and the camera switches to all automatic settings, removing several function choices and allowing you to focus on just your subject. Since this mode works together with Intelligent Scene Recognition, the camera selects the optimum setting for each scene. In addition the easy mode simplifies preview mode.

- **Function Guide**
  This beginner-friendly optional function helps navigate through the various functions and settings displaying the description of chosen functions or settings on the LCD screen.

ADDITIONAL FEATURES

- In-Camera Retouching Tools
- Lithium-ion battery
- Media card slot
- Includes Sony® PMB Software ver. 5.0[2]
- Includes Sony® PMB Portable software[3]
- Colors Available

Cyber-shot

OPTICAL 4x ZOOM

Face Detection   Face Detection

Intelligent Auto

Smile Shutter

ISO High sensitivity ISO 3200

iSCN Intelligent Scene Recognition

PMB Picture Motion Browser

Specifications

Convenience Features

Power Save Mode: Standard / Stamina /Off

Date/Time Stamp: Available in the included PMB software.

Media/Battery Indicator: Yes/Yes

Red-Eye Reduction: Auto / On / Off

Erase/Protect: Yes / Yes

LCD Display

Histogram: No

LCD Type: 3.0"[1] Clear Photo LCD (230K pixels)

Flash

Flash Coverage: ISO Auto: Approx.0.3-Approx.3.5m(Approx.0.98'-Approx.11.48')(W) / Approx.0.6-Approx.1.8m(Approx.1.96'-Approx.5.91')(T), ISO3200: up to Approx.7.1m(Approx.23.3')(W) / Approx.3.7m(Approx.12.1')(T)

Flash Modes: Auto / On / Slow Syncro / Off

Viewfinder

Type: No

Optics/Lens

Aperture: iAuto(F2.7/F8.0(W)) / Program Auto (F2.7/F8.0(W)) (2 steps with ND Filter)

Smart Zoom® Technology: 10M:Approx4.7x (Total), 5M:Approx6.7x(Total), VGA:Approx.27x(Total), 16:9(2M):Approx.9x(Total)

Digital Zoom: Smart Zoom / Precision Digital Zoom / Off

Optical Zoom: 4x

Macro Mode: iAuto(W:Approx.4cm(0.13'') to Infinity, T:Approx.60cm(1.97') to Infinity)

Total Zoom: Approximately 8x with Precision Digital Zoom

Focal Length (35mm equivalent): 4.7-18.8mm

Lens Construction: 6 elements in 5 groups (including 3 aspheric elements)

Lens Type: Carl Zeiss® Vario Tessar®

Power

Battery Type: LITHIUM ION N type 3.6V

Battery Capacity: Approx. 115 minutes / Approx. 230 images (when shooting still images)

Power Consumption (in Operation): Approx. 1.0W

Software

Supplied Software: Picture Motion Browser Ver 5.0, PMB Portable 5.0 (for Windows), PMB Portable 1.1 (for Macintosh), Music Transfer

Operating System Compatibility: Microsoft® Windows XP SP3, Windows Vista SP2, Windows 7, Macintosh® OS X(v10.4-v10.6)

Advanced Features

Image Stabilization: Digital

In-Camera Editing: Trimming / Red Eye Correction

NightFraming System: No

Face Detection: 8 faces (Auto / Off)

NightShot® Infrared System: No

Drive System

Burst Mode: Approx. 1fps at 14.1MP (Maximum 100 shots)

Drive Mode: Normal / Burst

Self-timer: Off / 10sec. / 2sec

Shutter Speeds: iAuto(1/8" - 1/1,600) / Program Auto(1" - 1/1,600)

Interface

PictBridge Compatible: Yes

TransferJet: No

HD Output: No

SD Output: Yes

USB Port(s): Yes - USB2.0 Hi-Speed

Imaging Sensor

Imaging Sensor: 1/2.3" (7.76mm) Super HAD CCD Sensor

Exposure System

D-Range Optimizer: Plus / Standard / Off

ISO: Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200

Metering: Yes

Noise Reduction: Yes

Scene Mode(s): High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / Underwater / Gourmet / Pet

White Balance Mode: Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash.

Recording

Media Type: 28MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media, optional Memory Stick PRO Duo™ (High Speed), optional Memory Stick PRO HG-Duo™ , optional SD/SDHC media[7]

Microphone/Speaker: Mono / Mono

Still Image Max Effective Resolution: Aprox. 14.1Megapixels

Video Resolution: VGA(640 x 480) (29.97fps, Progressive) / QVGA (320 x 240) (29.97fps, Progressive)

Focus Control

AF Illuminator: No

AF Modes: 9 points AF / Center Weighted AF / Spot AF

Dimensions

Weight: Body: Approx. 4.0oz. (112g), With battery and Memory Stick Media Approx. 4.5 oz. (128g)

Measurements: W x H x D 3 7/8" x 2 1/4" x 11/16" (95.9mm x 56.8mm x 17.3mm)

Service and Warranty Information

Limited Warranty Term: 1 year parts and labor

Supplied Accessories

Rechargeable Battery Pack (NP-BN1)

Battery Charger

A/V Cable

USB Cable

Wrist Strap

CD-ROM Software

Optional Accessories

Accessory Kit (ACC-CLGB)

GPS Unit Kit (GPS-CS3KA)

Memory Stick PRO Duo™ Media (MSX-512S)

Memory Stick PRO Duo™ Media (MSX-1GST)

Memory Stick PRO Duo™ Media (MS-MT2G)

Memory Stick PRO Duo™ Media (MS-MT4G)

Memory Stick PRO Duo™ Media (MS-MT8G)

Memory Stick PRO Duo™ Media (MS-MT16G)

Memory Stick PRO Duo™ Media (MS-MT32G)

Memory Stick PRO-HG Duo™ "HX" Media (MS-HX16G)

Memory Stick PRO-HG Duo™ "HX" Media (MS-HX8G)

Memory Stick PRO-HG Duo™ "HX" Media (MS-HX4G)

Memory Stick Duo™ USB Adaptor (MSAC-US40)

Memory Stick PRO-HG Duo™ "HX" Media (MS-HX32G)

2GB SD Card (SF-2N1)

4GB SDHC Card (SF-4N4QJ)

8GB SDHC Card (SF-8N4QJ)

16GB SDHC Card (SF-16N4)

32GB SDHC Card (SF-32N4QJ)

Color: Silver

UPC Code: 027242776524

1. Viewable area, measured diagonally
2. PMB requires Microsoft® Windows® XP SP3/ Windows Vista® SP2/Windows 7. Not supported by Mac® OS.
3. PMB Portable for Windows is pre-loaded. PMB Portable for Mac is available at www.eSupport.sony.com . PMB Portable requires USB cable (included) and PC with internet connectivity. 64-bit environments not supported
4. Uploading directly to the web requires PMB Portable software and USB cable (included), and PC with internet connectivity (not included). PMB Portable for Mac is available at www.eSupport.sony.com . 64-bit environments not supported.
5. Requires compatible wireless access point(s). Some features may rely on Internet services.
6. When fully charged. Actual results may vary based on product settings, usage patterns and environmental conditions.
7. When using movie mode Memory Stick PRO Duo , Memory Stick PRO-HG, Class 2 or higher for SD/SDHC media are recommended.

Please visit the Dealer Source for more information at www.sony.com/dealersource