

DSC-W300 features 13.6MP, 3x zoom and 2.7" LCD™. Along with scratch resistant titanium body, W300 is powered with Smile Shutter™ technology, Face Detection, Optical Image Stabilization, Intelligent Scene Recognition, EXTRA High ISO and EXTRA High Burst to take great shots and image management and HD output to easy share and view images.

- **13.6 MP Super HAD™ CCD**  
More megapixels give you greater image definition so you can make big prints and tight crops without losing detail. The advanced Sony® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- **Carl Zeiss® 3X Optical Zoom Lens**  
Professional Carl Zeiss® lens with 3x optical zoom (35mm-105mm<sup>4</sup>) brings distant subjects closer for great outdoor, sports, and travel photos.
- **2.7" Clear Photo LCD Display**  
A large, bright 2.7" Clear Photo LCD™ display includes an anti-reflective coating that provides for excellent visibility to help you compose, view, and share photos with superb clarity and color reproduction, even in bright sunlight.
- **Anti-scratch Premium Titanium body**  
The titanium coating on the body is approximately five times harder than anodized aluminium-treated camera bodies, offers excellent protection from scratches while offering a premium look.
- **Face Detection**  
Face Detection technology recognizes up to 8 faces and automatically controls focus, exposure, white balance, and flash to help reveal faces in shadows, make skin tones look more natural, reduce red-eye, and eliminate harsh facial glare, so your photos bring out every expression on every face in every shot.
- **Smile Shutter**  
Smile Shutter™ technology captures smiles the moment they happen<sup>5</sup> - without the need to press the shutter. The mode can be set to capture when your subject laughs, smiles or even grins, and like Face Detection is able to differentiate children and adults to set priority.

- **Sony Double Anti-Blur Solution**  
The combination of Super SteadyShot® optical image stabilization and high ISO sensitivity helps compensate for shaky hands, minimizes blur, and allow flash-free shooting to preserve the mood.
- **Super SteadyShot® optical image stabilization**  
Super SteadyShot® optical image stabilization compensates for shaky hands and minimizes blur with a built-in gyro sensor that detects camera movement and sends correcting signals to a stabilization lens -- so there's no need to crop in on your shot to reduce blur.
- **EXTRA High Sensitivity (ISO 3200) Mode**  
EXTRA High Sensitivity Mode (ISO 6400<sup>6</sup>) helps reduce blur when shooting indoors or at twilight, even without flash, so you can capture great-looking images even in less-than-ideal lighting.
- **Intelligent Scene Recognition Mode**  
Intelligent Scene Recognition mode automatically detects 5 different types of scenes and selects the appropriate camera setting: Backlight, Backlight Portrait, Twilight, Twilight Portrait, and Twilight using a Tripod. Intelligent Scene Recognition has two different modes, advanced and auto. Advanced mode takes two shots, one with the standard automatic settings and the other with optimized settings. Auto mode takes a single shot, using the camera's intelligence to decide proper settings.
- **Dynamic Range Optimization Standard & Plus**  
Powered by the exclusive Sony BIONZ™ high-speed processing engine, Dynamic Range Optimization preserves image data in bright highlights and reveals more detail in shadows or backlit areas -- for great results even in difficult lighting conditions.

**ADDITIONAL FEATURES**

- Variable Noise Reduction
- Convenient Photo Modes
- MPEG Movie VX Fine Mode
- Automatic Macro Shooting
- 9-Point Auto Focus
- Smart Zoom® Feature<sup>8</sup>
- EXTRA High-Speed Burst Mode
- Color Mode "Real"
- Simple Setup Controls
- Easy Shooting Mode
- Function Guide
- Optical Viewfinder
- 15 MB<sup>7</sup> Internal Memory
- Memory Stick Duo™ Media Convenience



Specifications

General

Megapixel: 13.6 MP  
 Imaging Device: 1/1.7" Super HAD™ CCD  
 Recording Media: 15MB<sup>1</sup> internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media

Convenience

White Balance: Automatic, Cloudy, Daylight, Fluorescent 1, Fluorescent 2, Fluorescent 3, Incandescent, Flash, One Push  
 Self Timer: Yes (10 seconds, 2 seconds, Off)  
 Memory Stick PRO™ Media Compatibility: Tested to support up to 16GB<sup>1</sup>; Memory Memory Stick PRO Duo™ Media capacity; does not support Access Control security function.  
 Still Image Mode(s): Normal, Burst, Bracket  
 Red Eye Reduction: Yes (On/Off all modes)  
 Burst Mode: Yes - 100 shots, 1.9 FPS (all resolutions); 5.0fps (using Extra High-speed Burst - 3 megapixel only)  
 Erase/Protect: Yes/Yes  
 Date/Time Stamp: No/ No  
 Media/Battery Indicator: Yes/Yes  
 Color Mode(s): Normal, Vivid, Real, Black & White, Sepia

Convenience Features

Real Imaging Processor™ Technology: BIONZ™  
 AF Illuminator Light: Auto / Off, (W:Approx. 3.0m, T:Approx. 2.0m)  
 PictBridge Compatible: Yes  
 Multi-Pattern Measuring: Yes  
 Scene Mode(s): Beach, Extra High-speed Burst, Extra High Sensitivity, Fireworks, Landscape, Snow, Soft Snap, Twilight, Twilight Portrait, Movie, High Sensitivity, Smile Shutter, Underwater  
 Movie Mode(s): MPEG VX Fine (640x480 at 30fps) (MPEG VX Fine requires Memory Stick PRO Duo™ Media, MPEG VX Standard (640x480 at 16fps), Presentation (QVGA, 320 x 240, Approx. 8.3fps)  
 Power Save Mode: Yes (after approx. 3 min. of inactivity)  
 In-Camera Editing: Trimming, Red Eye Correction, Soft Focus, Partial Color, Fisheye Lens, Cross Filter, Retro, Radial Blur, Unsharp Masking, Happy Face  
 Dynamic Range Optimizer: Standard & Advanced  
 Super SteadyShot® optical image stabilization: Yes

Inputs and Outputs

Accessory Terminal: Multi Connector  
 Audio/Video Output(s): Yes via Multi-Use Connector  
 USB Port(s): Yes - Supports USB 2.0<sup>1</sup>  
 HD Output: Yes (1080i)

Hardware

LCD: 2.7"<sup>1</sup> (230K Pixels) Clear Photo LCD  
 Viewfinder: Optical  
 Lens Construction: 6 Elements in 5 Groups (including 3 aspheric elements)  
 Microphone/Speaker: Yes / Yes  
 Lens Type: Carl Zeiss® Vario-Tessar®  
 Docking Station: Yes, via optional HD Cyber-shot® Station (CSS-HD2).

Operating Conditions

Flash Effective Range: ISO Auto: Approx. 0.2-Approx. 5.5m (W) / Approx. 0.4-Approx. 2.8m (T) -- ISO3200: up to Approx. 1.1m (W) / Approx. 0.5m (T)  
 Flash Mode(s): Auto, Flash On, Flash Off, Slow Synch

Optics/Lens

Focal Length: 7.6-22.8mm  
 35mm Equivalent: 35 - 105mm  
 Focus: 9-Area Multi-Point AF, Center AF, Spot AF, Semi manual (0.5m/ 1.0m/ 3.0m/ 7.0m/ Unlimited Distance)  
 Aperture Range: Auto (f2.8-f16) / Program Auto (f2.8-f16)  
 Shutter Speed: Auto (1/4 - 1/2,000) / Program Auto (1" - 1/2,000) / Manual (30" - 1/1,000)  
 Exposure Compensation: Plus / Minus 2.0EV, 1 / 3EV step  
 ISO: Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200 / 6400<sup>1</sup>  
 Filter Diameter: 74mm (with Adapter Ring)  
 Digital Zoom: 0.2.0X (Precision)  
 Optical Zoom: 3X  
 Macro Mode: Auto Macro / Macro Mode  
 Total Zoom: 6X  
 Minimum Focus Distance: W: Approx. 1.15/16" (5cm) to Infinity, T: Approx. 13.3/8" (34cm) to Infinity  
 Face Detection: Yes - recognizes up to 8 faces.

Power

Battery Type: Lithium-Ion NP-BG1  
 Battery Capacity: 3.6V, 960 mAh

Software

Supplied Software: Windows: Picture Motion Browser Vers 3.0.02 + USB Driver  
 Operating System Compatibility: Microsoft® 2000 Professional, XP Home and Professional; Macintosh® OS 9.1/9.2/OS X (10.1-10.5)

Processor

Bionz™ Engine: Yes

Dimensions

Weight: Approx. 5.5 oz (156g)  
 Measurements: 3 11/16 x 2 5/16 x 1 1/16" (94.3mm x 59.0mm x 26.8mm)

Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

Supplied Accessories

NP-BG1 rechargeable battery  
 BC-CSG battery charger  
 A/V

Optional Accessories

Accessory Kit (ACC-CLGB)  
 Rechargeable Lithium-Ion Battery (NP-BG1)  
 Conversion Lens Adaptor Mount (VAD-WB)  
 Wide Angle Conversion Lens (VCL-DH0730)  
 Super Telephoto Conversion Lens (VCL-DH2630)  
 Telephoto Conversion Lens (VCL-DH1730)  
 Polarizing Kit Filter (VF-30CPKS)  
 External Slave Flash w/Bracket (HVL-FSL1B)  
 Genuine Leather Cases (LC-STWA/TWB/TWC/TWD)  
 GPS Unit Kit (GPS-CSTKA)  
 Memory Stick Duo™ PRO (MSX-M512S)  
 Memory Stick Duo™ PRO (MSX-M1GN)  
 Memory Stick Duo™ PRO (MSX-M2GN/GS)  
 Memory Stick Duo™ PRO (MSX-M4GS)  
 Memory Stick Duo™ PRO (MSX-M8GS)  
 Memory Stick Duo™ Adaptor (MSAC-M2)  
 Memory Stick Duo™ USB Adptr (MSAC-US40)

Color: Grey (Titanium)  
 UPC Code: 027242728905



1. Viewable area, measured diagonally.
  2. HD viewing requires a Sony HD connector cable or HD Cyber-shot Station® cradle and HDTV. All sold separately.
  3. Music tracks can be up to five minutes long. When using Music Transfer to download music, tracks longer than five minutes will be reduced to five minutes when uploading to the Cyber-shot® camera.
  4. 35mm equivalent.
  5. Up to 6 shots while in Smile Shutter mode.
  6. 3 megapixel image size only.
  7. Available storage capacity may vary and a portion of the memory is used for data management functions.
  8. Smart Zoom® feature will not work at highest resolution setting.
  9. Special TV settings are required. Further details are available in the BRAVIA® TV instruction manual.
  10. Battery life may vary depending on usage patterns, product settings, battery and environmental conditions.
  11. Not all product with USB connectors may communicate with each other due to chipset variations.
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