

NEW

Cyber-shot® digital still camera

▲ Step-up

◆ New



The Sony Cyber-shot® DSC-W50 is an ideal camera for starting out or stepping, combining 6.0 megapixel resolution for big prints, Carl Zeiss® 3X Optical zoom, High Sensitivity Mode for great low-light shooting, and on-screen Function Guide for easy setup. 32 MB² Internal Memory allows shooting in-camera -- and Lithium Ion battery provides up to 390³ shots.

◆ 6.0 Megapixel Super HAD™ CCD

Higher megapixels gives you more detail and definition for making large prints and cropping in on your subject. Sony's advanced Super HAD (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.

▲ Extra-Large 2.5" LCD Screen

The DSC-W50 has a bigger, brighter 2.5" LCD screen for setting up and viewing images -- with a one-touch "Play" button that makes it quick and easy to view your photos.

◆ Simple Controls, Function Guide

User-friendly controls and simple on-screen Function Guide text/icon display help you set up camera functions for terrific shots -- and you'll have greater creative freedom to adjust color mode (including "Natural" for subtle colors and "Rich" for more intense colors), sensitivity, brightness and image size.

◆ High Sensitivity Mode

A new High Sensitivity Mode (ISO 1000) allows you to shoot with great results in low-light conditions -- and Sony's original Clear RAW™ NR (Noise Reduction) image processing technology helps suppress the color noise that can accompany high-sensitivity shooting.

◆ Carl Zeiss® 3X Optical/2X Digital Zoom

3X Optical Zoom helps the DSC-W50 bring distant subjects closer and lets you frame shots for better composition; Sony's precision 2X Digital Zoom provides an additional 2X magnification to enlarge details without jagged edges.

◆ Stamina® Battery Power

With its powerful Lithium Ion rechargeable battery, the DSC-W50 can capture up to 390 images³ -- enough for a whole vacation. The compact BC-CSG Battery Charger is also supplied for battery recharging on the go.

◆ 13X Smart Zoom® Feature

At VGA resolution⁴, Sony's Smart Zoom® feature intelligently "crops into" the central portion of interest in your photo without sacrificing full CCD resolution -- avoiding the image degradation of other digital zooms.

◆ Capture Images In-Camera

With 32 MB² Internal Memory, the DSC-W50 allows you to shoot without a flash memory card -- then transfer your images to optional Memory Stick Duo™ media, upload to your computer or make prints on your digital printer.

◆ Memory Stick Duo™ Media

The DSC-W50 has a built-in slot for optional Memory Stick Duo™ or higher-capacity Memory Stick PRO Duo™ media -- the ultra-compact media for shooting, storing and sharing your photo images.

◆ MPEG Movie VX Fine Mode

The DSC-W50 can capture VGA (640 x 480) audio/video clips at high frame rate (up to 30 frames per second), with length limited only by the capacity of your media.

◆ Cyber-shot Viewer Software

Sony's new software that makes it easy to import images via camera or Memory Stick® media -- then organize and browse through photos on your PC with simple scrolling through thumbnail images.

◆ PictBridge™ Compatibility

The DSC-W50 connects easily to any PictBridge™ compatible printer with the supplied USB cable, so you can print directly from your camera. You can view images and make print selections right on the camera's LCD screen -- with simple menus for print quality, date and index print.



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Specifications

General

Megapixel: 6.0 MP

Imaging Device: 1/2.5" Super HAD™ CCD

Recording Media: 32MB¹ internal Flash Memory, optional Memory Stick® DUO Media, optional Memory Stick DUO PRO™ Media

Convenience

White Balance: Automatic, Cloudy, Daylight, Fluorescent, Incandescent, Flash

Self Timer: Yes (10 seconds, 2 seconds, Off)

Memory Stick PRO™ Media

Compatibility: Tested to support up to 2GB Memory Stick DUO PRO™ media capacity¹; does not support Access Control security function.

Still Image Mode(s): Burst, JPEG (Fine/Standard), Multi-Burst

Red-Eye Reduction: Yes (On/Off all modes)

Movie Mode(s): MPEG VX Fine with Audio (640x480 at 30fps) (MPEG VX Fine requires Memory Stick DUO PRO™ media), MPEG VX Standard with Audio (640x480 at 16fps), Video Mail with Audio (160x112 at 8fps).

Burst Mode: 3 Shot at 1.43 fps (6MP JPEG fine), 98 Shot VGA at 1.43 fps (JPEG std.)

Power Save Mode: Yes (after approx. 3 min. of inactivity)

Erase/Protect: Yes/Yes

Date/Time Stamp: No/ No

Media/Battery Indicator: Yes/Yes

Scene Mode(s): Beach, High Sensitivity, Landscape, Snow, Soft Snap, Twilight, Twilight Portrait

Color Mode(s): Black & White, Natural, Rich, Sepia

Inputs and Outputs

Accessory Terminal: N/A

Audio/Video Output(s): Yes via Multi-Use Connector

USB Port(s): Yes (Supports USB 2.0⁵)

Hardware

LCD: 2.5"¹² (115K Pixels TFT LCD Screen)

Viewfinder: Optical

Lens Construction: 6 Elements in 5 Groups, 3 Aspheric Elements

Microphone/Speaker: Yes/ Yes

Lens Type: Carl Zeiss® Vario-Tessar®

Docking Station: N/A

Operating Conditions

Flash Effective Range: ISO Auto: 6" to 13' 9" (0.2-4.2m)(W), ISO 1000: 2' 7" to 24' (0.8-7.3m)(W)

Flash Mode(s): Auto, Forced On, Forced Off, Slow Synch, Daylight Fill

Optics

Total Zoom: 6X

Optical Zoom: 3X

Digital Zoom: 0-2.0X (Precision)

Smart Zoom® Technology: Up to 4.1X (3MP), 5.2X (2MP), 4.4X (16:9 2MP) 13X (VGA Resolution)⁴

35mm Equivalent: 38 - 114 mm

Aperture Range: f2.8-6.3(W), f5.1-11 (T)

Exposure Compensation: ±2.0 EV, 1/3 EV Step Increments

Focal Distance: 4-3/4" (12 cm) (W), 19-3/4" (50cm) (T)

Focal Length: 6.3 - 18.9mm

Focus: 5 Area Multi-Point AF, Center AF

ISO: Auto, 80, 100, 200, 400, 800, 1000

Shutter Speed: 1/8-1/2000 sec. (Auto), 1-1/2000 sec. (Program Auto)

Filter Diameter: 30mm (with VAD-WB Adapter Ring)

Macro Mode: Yes

Minimum Focus Distance: 19.7" (50 cm), Macro 0.74" (2 cm)

Power

Battery Type: Lithium-Ion NP-BG1

Battery Capacity: 3.6V, 950 mAh

Service and Warranty Information

Limited Warranty: 1 Year Parts & Labor

Software

Supplied Software: Cyber-shot® Viewer Vers 1.0 + USB Driver, (Windows®)

Operating System Compatibility: Microsoft® 2000 Professional, Me, XP Home and Professional; Macintosh® OS 9.1/9.2/OS X (10.0-10.4)

Dimensions

Weight: 4.5 oz (127 g) Body; 5.5 oz. (157 g) including Battery and optional Memory Stick® DUO Media

Measurements: 3 1/2" x 2 1/4" x 15/16" (89 x 57 x 23 mm)

Supplied Accessories

NP-BG1 Lithium-Ion Battery

BC-CSG Battery Charger

AV/USB Multi-Connector Cable

Wrist Strap

Software CD-ROM

Note: No Memory Stick® DUO media or adapters are included.

Optional Accessories

Accessory Kit (ACC-CLG)

Rechargeable Lithium-Ion Battery (NP-BG1)

Conversion Lens Adaptor Mount (VAD-WB)

Deluxe Soft Carrying Case (LCS-BDA)

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)

Memory Stick Duo PRO™ (MSX-256S)

Memory Stick Duo PRO™ (MSX-512S)

Memory Stick Duo PRO™ (MSX-1GST)

Memory Stick Duo PRO™ (MSX-2GS)

Memory Stick Duo Adaptor (MSAC-M2)

Memory Stick Duo USB Adptr (MSAC-US40)

Color: Black, Silver

UPC Code: 027242682238



JPEG STILL IMAGE MODE

Fine/Standard Picture Quality

Memory Stick Duo™ Media ¹	2816x2112 6MP	2816x1872 6MP (3:2)	2048x1536 3MP	1920x1080 2MP (16:9)	1632x1224 2MP	640x480 VGA	
32MB	10/19	10/19	20/37	33/61	33/61	196/491	
64MB	21/39	21/39	41/74	66/123	66/123	394/985	
128MB	42/79	42/79	82/149	133/246	133/246	790/1975	
Memory Stick PRO™ Duo Media ¹	256MB	77/142	77/142	148/264	238/446	238/446	1428/3571
512MB	157/290	157/290	303/537	484/907	484/907	2904/7261	
1GB	322/592	322/592	617/1097	988/1852	988/1852	5928/14821	
2GB	660/1215	660/1215	1266/2250	2025/3798	2025/3798	12154/30385	
Internal Memory	32MB	10/19	10/19	20/37	33/61	33/61	196/491



MPEG MOVIE MODE

Maximum Recording Time

Memory Stick Duo™ Media ¹	MPEG VX (640x480) Fine	MPEG VX (640x480) Standard	Video Mail (160x112)	
32MB	—	1m 27s	22m 42s	
64MB	—	2m 56s	5m 54s	
128MB	—	5m 54s	1h 31m 33s	
Memory Stick PRO™ Duo™ Media ¹	256MB	2m 57s	10m 42s	2h 51m 21s
512MB	6m 02s	21m 47s	5h 47m 05s	
1GB	12m 20s	44m 27s	11h 44m 22s	
2GB	25m 18s	1h 31m 09s	24h 18m 25s	
Internal Memory	32MB	—	1m 20s	22m 40s

1: Viewable area, measured diagonally

2: A portion of the memory is used for data management purposes; approx. 30 MB will be available for image recording.

3: Under average conditions; when fully charged, actual results may vary based on camera settings and conditions of use.

4: Smart Zoom® feature will not work at highest resolution setting.

5: Not all products with USB connectors may communicate with each other due to chip-set variations

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