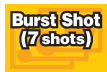


PRELIM



With 7.2 MP imaging, high sensitivity and up to 460-shot<sup>2</sup> Stamina<sup>®</sup> battery power, the Cyber-shot DSC-S700 is an ideal camera for starting out, stepping up or making the switch from film to digital. Its 3X Optical zoom lens, 24 MB Internal Memory capacity and bright 2.4" <sup>1</sup> LCD screen add up to a great combination of high-value features for first-time users -- and its compact design and affordable price fit into any travel plans or budgets.

- **7.2 Megapixel Super HAD™ CCD**  
More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Sony<sup>®</sup> Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- **3X Optical Zoom Lens**  
3X Optical zoom helps the DSC-S700 bring distant subjects closer and lets you frame shots quickly for better composition -- a real advantage for family sports, outdoor fun and travel photos.
- **High Sensitivity**  
With high sensitivity of ISO 1000, the DSC-S700 gives you better shots in low light so you can shoot without flash to preserve the mood -- great for birthday parties, indoor gatherings and candid portraits.
- **Stamina<sup>®</sup> Battery Power**  
With optional Sony NiMH rechargeable batteries, you can capture up to an amazing 460 shots<sup>2</sup> -- shooting capacity that's about the equivalent of 13 rolls of 35mm film. With supplied AA alkaline batteries, the DSC-S700 can capture up to 100 shots<sup>2</sup>.
- **24 MB Internal Memory**  
You don't need a flash memory card, because the DSC-S700 allows you to capture images with in-camera convenience -- then easily transfer your shots to optional Memory Stick Duo™ media, upload photos to your computer or make prints on your Sony Picture Station™ digital printer.
- **Memory Stick Duo™ Media Convenience**  
The DSC-S700 also has a built-in slot for optional Memory Stick Duo™ media -- the compact, high-capacity storage media that are compatible with millions of devices worldwide.
- **Bright 2.4" <sup>1</sup> LCD Screen**  
The DSC-S700 provides a bright LCD screen composing shots, checking results, sharing your photos on location and reading camera setup menus even in full sunlight.
- **Convenient Photo Modes**  
To adjust quickly for specific shooting situations, the DSC-S700 lets you choose from several convenient photo modes: Auto, P-Auto, and Scene Selections for Twilight, Twilight Portrait, Landscape, Soft Snap, Snow, High Sensitivity and Beach environments.
- **QVGA Movie Mode**  
The DSC-S700 can capture 320 x 240 audio/video clips at high frame rate (up to 30 frames per second<sup>3</sup>), with length limited only by the capacity of your media.
- **Burst Mode**  
You can fire off three shots automatically at 1-second intervals (VGA standard mode) or 2-second intervals (7.2 MP mode) -- a great way to capture a child's first steps or a pet's best tricks.
- **Cyber-shot Viewer Software**  
New Sony software that makes it easier to upload images from camera or Memory Stick Duo™ media -- then organize and browse through photos on your PC screen by simply scrolling through thumbnail images.



## Specifications

### General

Megapixel: 7.2 MP  
Imaging Device: 1/2.5" Super HAD™ CCD  
Recording Media: 24MB internal Flash Memory, optional Memory Stick® DUO Media, optional Memory Stick DUO PRO™ Media

### Hardware

LCD: 2.4"¹ (115K Pixels TFT LCD Screen)  
Viewfinder: N/A  
Lens Construction: 6 Elements in 5 Groups  
Microphone/Speaker: Yes/Mono  
Lens Type: Sony  
Docking Station: N/A

### Optics/Lens

Focal Length: 5.8 to 17.4 mm  
35mm Equivalent: 35-105mm  
Aperture: f2.8-9.7(W), f4.8-9.7 (T)  
Focus: Single AF  
Focal Distance: Normal Minimum: 19 3/4" (50cm)  
Shutter Speed: 1/8-1/2000 sec. (Auto); 1-1/2000 sec. (Program Auto)  
ISO: Auto, 100, 200, 400, 800, 1000  
Filter Diameter: N/A  
Smart Zoom® Technology: Up to 3.6X (5MP), 4.5X (3MP), 5.6X (2MP), 14X (VGA resolution)⁴  
Digital Zoom: 0-2.0X (Precision)  
Optical Zoom: 3X  
Macro Mode: Auto Macro  
Total Zoom: 6X  
Minimum Focus Distance: 2" (5 cm)  
EV Compensation: ±2.0 EV, 1/3 EV Steps

### Dimensions

Weight: 4.6 oz (130 g) Body; 6.2 oz. (178 g) including Battery and optional Memory Stick® DUO Media  
Measurements: 3-9/16" x 2-3/8" x 15/16" (91 x 61 x 25.1 mm)

### Supplied Accessories

"AA" type one-use Alkaline batteries (x2)  
AV cable  
USB cable  
Wrist strap

Software CD-ROM  
NOTE: No Memory Stick Duo™ media or adaptors are included.

### Optional Accessories

Cyber-shot® Starter Kit (ACC-CN3TR)  
Rechargeable NiMH Batteries - 2pk (NH-AA-2DB)  
External Slave Flash w/ Bracket (HVL-FSL1B)  
GPS Unit Kit (GPS-CS1KA)  
Soft Carrying Case (LCS-CSD, LCS-CSJ)  
Memory Stick Duo™ PRO Media (MSX-256S)  
Memory Stick Duo™ PRO Media (MSX-1GS)  
Memory Stick Duo™ PRO Media (MSX-1GN)  
Memory Stick Duo™ PRO Media (MSX-2GN)  
Memory Stick Duo™ PRO Media (MSX-M4GS)  
Memory Stick Duo™ PRO Media USB Adptr (MSAC-US30)  
Multi-slot Memory Stick® Adaptor (MSAC-USM1)

Color: Silver  
UPC Code: 027242705111

1: Viewable area, measured diagonally.  
2: 460 shots using optional NHAA2DB AA-type batteries. Actual results may vary based on product settings, usage patterns, battery and environmental conditions.  
3: Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.  
4: Smart Zoom feature will not work at highest Resolution setting.

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