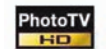


PRELIM

The Sony DSC-T300 offers excellent performance and a stylish, elegant design. It includes Smile Shutter technology to help capture smiles automatically as they happen<sup>6</sup>, as well as Face Detection technology to optimize focus, exposure and color for up to eight faces. The compact body features 10.1 megapixel resolution and a wide 3.5" touch-screen LCD for easy operation. The DSC-T300 completes the package with a Carl Zeiss® 5x optical zoom lens and Sony's Double Anti-Blur solution, for crisp, clear images.



10.1 MP 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® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.

Carl Zeiss® 5X Optical Zoom Lens  
5X optical zoom gives you the power to get even closer to the action -- a real benefit for distant landscape views and dramatic portraits.

3.5" Widescreen Clear Photo LCD Plus™ Display  
A huge 3.5" widescreen Clear Photo LCD Plus™ 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.

15 MB<sup>2</sup> Internal Memory  
15MB<sup>2</sup> Internal Memory --- Even if you forget your flash memory card, you can get the shot because 15MB<sup>2</sup> internal memory lets you capture a limited number of shots with in-camera convenience, then easily transfer your shots to a PC or optional Memory Stick Duo™ media/Memory Stick PRO Duo™ .

Memory Stick Duo™ Media Convenience  
A built-in slot accepts optional Memory Stick Duo™ media or Memory Stick PRO Duo™ media -- the compact, high-capacity storage media that make it easy to upload photos to your PC and are compatible with millions of devices worldwide.

16:9 High-Resolution Mode  
In addition to the standard 2-megapixel size, the convenient 16:9 aspect ratio shooting mode for HDTV<sup>3</sup> display can now be shot in 7-megapixels, making it possible to obtain beautiful, high-definition prints with the same aspect ratio as HDTV.

HDTV Compatibility<sup>3</sup>  
High-resolution images can be enjoyed in all their beauty simply by connecting the camera directly to a Sony BRAVIA® HDTV or other compatible HDTV3. This provides an excellent alternative to viewing photos as prints or on a computer monitor, and is ideal for users who want to share photos in the comfort of their living room. Optional HD solutions include a Cyber-shot® cradle/charger with component cable output, or component cable directly to your HDTV.

Automatic Macro Shooting  
Standard Auto Focus now covers the macro focus range, eliminating the need to manually change focus modes for close-up photography. The Macro mode has not been eliminated, and enabling it accelerates Auto Focus when shooting at point-blank range.

Burst Mode  
You can fire off up to one hundred (100) shots at Approx.0.64 second intervals (at any resolution: VGA to full resolution mode) -- a great way to capture a child's first steps or a pet's best tricks.

Convenient Photo Modes  
To adjust quickly for specific shooting situations, you can choose from several convenient photo modes, including Auto, Program Auto, and Scene Selections such as Twilight, Twilight Portrait, Fireworks, Smile Shutter, Underwater, Landscape, Soft Snap, Snow, High Sensitivity, High Speed Shutter, and Beach environments.

ADDITIONAL FEATURES

- Dynamic Range Optimization
- Easy Image Management
- Easy Shooting Mode
- Enhanced Paint Function
- Face Detection
- Function Guide
- High Sensitivity (ISO 3200) Mode
- In-Camera Retouching
- In-Camera Red-Eye Correction
- Intelligent Scene Recognition Mode
- Multi-Resizing Function
- Photo Music<sup>4</sup>



Specifications

General

Megapixel: 10.1 MP  
 Imaging Device: 1/2.3" Super HAD™ CCD  
 Recording Media: 15MB internal Flash Memory, optional Memory Stick® DUOTM Media, optional Memory Stick PRO Duo™ Media

Convenience

White Balance: Automatic, Cloudy, Daylight, Fluorescent 1, Fluorescent 2, Fluorescent 3, Incandescent, Flash  
 Self Timer: Yes (10 seconds, 2 seconds, Off)  
 Memory Stick PRO™ Media Compatibility: Tested to support up to 16GB Memory Stick PRO Duo™ Media capacity\*; does not support Access Control security function.  
 Still Image Mode(s): Burst, JPEG (Fine), Exposure Bracketing  
 Red-Eye Reduction: Yes (On/Off all modes)  
 Burst Mode: 100 shots at 1.6 fps  
 Erase/Protect: Yes/Yes  
 Date/Time Stamp: No/ No  
 Media/Battery Indicator: Yes/Yes  
 Color Mode(s): Black & White, Natural, Sepia, Vivid

Convenience Features

Real Imaging Processor™ Technology: Yes - Bionz  
 AF Illuminator Light: Yes  
 PictBridge Compatible: Yes  
 Multi-Pattern Measuring: Yes  
 Scene Mode(s): Beach, Fireworks, High Speed Shutter, High Sensitivity, Landscape, Snow, Soft Snap, Twilight, Twilight Portrait, Smile Shutter, and underwater  
 Movie Mode(s): MPEG VX Fine(640x480 at 30fps) (MPEG VX Fine requires Memory Stick PRO Duo™ Media), MPEG VX Standard(640x480 at 16.6fps), Presentation Mode (320 x 240 at 8.3fps).  
 Power Save Mode: Yes (after approx. 3 min. of inactivity)  
 In-Camera Editing: o In-Camera Retouching --- Red-eye correction, soft edge filter, cross filter, partial color filter, fish-eye filter, retro, radiation, trimming, unsharp masking and happy face.  
 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\*)  
 HD Output: Yes (1080i)with optional accessory

Hardware

LCD: 3.5" Widescreen (230K Pixels) Clear Photo LCD™ Plus screen  
 Viewfinder: N/A  
 Lens Construction: 12 Elements in 10 Groups, (including 3 aspheric elements, 1 prism)  
 Microphone/Speaker: Yes/ Yes  
 Lens Type: Carl Zeiss® Vario-Tessar®  
 Docking Station: Yes, via optional HD cradle (CSS-HD2)

Operating Conditions

Flash Effective Range: Auto: Approx.0.1-Approx.3.5m(W) / Approx.0.8-Approx.2.7m(T),  
 Flash Mode(s): Auto, Forced On, Forced Off, Slow Synch

Optics/Lens

Focal Length: 5.8 - 29mm  
 35mm Equivalent: Yes  
 Focus: 9 Area Multi-Point AF, Center AF, Flexible Spot  
 Focal Distance: W:Approx. 3 1/8" (8cm) to Infinity, T:Approx. 31 1/2"(80cm) to Infinity; Close Focus Enabled: 3/8"(1cm) to 7 7/8" (20cm)  
 Aperture Range: Auto(F3.5-F10) / Program Auto(F3.5-F10)  
 Shutter Speed: Auto(1/4 - 1/1,000) / Program Auto(1" - 1/1,000)  
 Exposure Compensation: ±2.0 EV, 1/3 EV Step Increments  
 ISO: Auto, 80, 100, 200, 400, 800, 1600, 3200  
 Filter Diameter: N/A  
 Smart Zoom® Technology: Up to 7.0X (5MP), 8.9X (3MP), 9.5X (16.9 2MP) 28X (VGA Resolution)\*  
 Digital Zoom: 2X (Precision)  
 Optical Zoom: 5X  
 Macro Mode: Yes  
 Total Zoom: 10X  
 Minimum Focus Distance: 19-11/16" (50cm) Normal, 3-1/8" (8cm) Macro, 3/8" (1cm) Magnifying Glass  
 Face Detection: Yes

Power

Battery Type: Lithium-Ion NP-BD1  
 Battery Capacity: 3.6V, 680 mAh

Service and Warranty Information

Limited Warranty: 1 Year Parts & Labor

Software

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

Supplied Accessories

NP-BD1 rechargeable battery  
 BC-CSD battery charger  
 A/V and USB multi-connector cables  
 Wrist strap  
 Wrist strap

Optional Accessories

Accessory Kit (ACC-CLGB)

Color: Silver  
 UPC Code: 027242724921



1. Viewable area: measured diagonally.
2. Available storage capacity may vary and a portion of the memory is used for data management functions.
3. HD viewing requires a Sony HD connector cable or HD Cyber-shot Station® cradle and HDTV. All sold separately.
4. 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 Cybershot.
5. Smart Zoom® feature will not work at highest resolution setting.
6. Up to 6 shots while in Smile Shutter mode.
7. Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.
8. Special TV settings are required. Further details are available in the BRAVIA® instruction manual.

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