

## DSC-W730/P

Compact zoom digital camera



### Specifications

| Camera                               |  |
|--------------------------------------|--|
| Camera Type                          | Compact zoom digital camera  |
| Imaging Sensor                       |  |
| Imaging Sensor                       | 1/2.3" Super HAD CCD Sensor  |
| Processor                            | BIONZ®   |
| Pixel Gross                          | 16.4MP   |
| Effective Picture Resolution         | 16.1MP   |
| Color Filter System                  | RGB primary color mosaic filters   |
| Recording                            |  |
| Media Type                           | optional "Memory Stick Duo" (No movie recording), optional "Memory Stick PRO Duo" (Mark 2 only for movie recording), optional "Memory Stick PRO-HG Duo", optional SD Memory Card (Class 4 or higher), optional SDHC Memory Card (Class 4 or higher), optional SDXC Memory Card (Class 4 or higher) |
| Still Image Mode                     | JPEG   |
| Still Image Max Effective Resolution | Approx. 16.1 Megapixels  |
| Still Image Size 16:9                | 12M(4,608 x 2,592) / 2M(1,920 x 1,080)   |
| Still Image Size 4:3                 | 16M(4,608 x 3,456) / 10M(3,648 x 2,736) / 5M(2,592 x 1,944) / 4M(2,304 x 1,728) / VGA  |
| Panorama Still Image Size            | 360 (11,520x1,080) / Wide(7,152 x 1,080/4,912 x 1,920) / Standard(4,912 x 1,080/3,424 x 1,920)   |
| Video Format                         | MP4(AVC/H.264)   |
| Video Mode                           | MP4:9M Fine(1,280x720/30fps) / 6M STD(1,280x720/30fps) / 3M VGA(640x480/30fps)   |
| Audio Format                         | MP3  |
| Microphone/Speaker                   | Mono/mono  |
| Optics/Lens                          |  |
| Lens Type                            | Carl Zeiss® Vario-Tessar®  |
| Aperture                             | f 3.3-6.3  |
| Optical Zoom                         | 8x   |
| Digital Zoom                         | 32x  |
| Smart Zoom® Technology               | 10M: Approx.10x / 5M: Approx.14x / VGA: Approx.57x / 2M: (16:9) Approx.19x   |
| Focal Length (35mm equivalent)       | Still 16:9: 28-224mm / Movie 16:9: 28-224mm(SteadyShot Standard)<br>28-314mm(SteadyShot Active) / Still 4:3: 25-200mm /Movie 4:3:<br>34-272mm(SteadyShot Standard) 34-381(SteadyShot Active)   |
| Lens Construction                    | 8 elements in 7 groups (including 5 aspheric elements)   |
| Minimum Focus Distance               | iAuto:AF(W:Approx..5cm(0.16 ft.) to Infinity, T:Approx.150cm(4.92 ft.) to Infinity) / Program Auto:AF(W:Approx..5cm(0.16 ft.) to Infinity, T:Approx.150cm(4.92 ft.) to Infinity)   |
| Steady Shot Mode:Active              | Yes  |
| LCD Display                          |  |
| LCD Type                             | 2.7" Clear Photo™ LCD (230K dots)  |
| Brightness Control                   | 5(Bright) / 4 / 3 / 2 / 1(Dark)  |
| Grid Display                         | Yes (Off / On)   |

| Focus Control                         |   |
|---------------------------------------|---|
| AF Modes                              | Multi Point AF / Center Weighted AF / Spot AF / Tracking Focus / Face Tracking Focus  |
| AF Illuminator                        | Auto / Off  |
| Exposure System                       |   |
| Metering Modes                        | Multi Pattern / Center Weighted / Spot  |
| Exposure Compensation                 | Plus / Minus 2.0EV, 1 / 3EV step  |
| Scene Mode(s)                         | High Sensitivity / Soft snap / Soft Skin / Landscape / Night Portrait / Night Scene / Gourmet / Beach / Snow / Fireworks / Pet mode   |
| D-Range Optimizer                     | Standard / Plus / Off   |
| ISO                                   | Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200   |
| 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 / One Push, One Push Set |
| Drive System                          |   |
| Self-timer                            | Off / 10sec. / 2sec. / portrait1 / portrait2  |
| Shutter Speeds                        | iAuto (2" - 1/1,600) / Program Auto (1" - 1/1,600)  |
| Burst Mode                            | Approx 1 fps at 16.1MP (Maximum 100 shots)  |
| Flash                                 |   |
| Flash Modes                           | Auto / Flash On / Slow Synchro / Flash Off / Advanced Flash   |
| Flash Coverage                        | ISO Auto: Approx.0.3m to 2.8m(11 7/8 in. to 9 ft. 2 1/4 in.)(W) / Approx.1.5m to 2 m(4 ft. 11 1/8 in. to 6 ft. 6 3/4 in.)(T), ISO3200: up to Approx.5.3 m(17 ft. 4 3/4 in.)(W) / Approx.3.3 m(11 ft. 10 in.)(T)             |
| Convenience Features                  |   |
| Red-Eye Reduction                     | Auto / On / Off   |
| Erase/Protect                         | Erase: Single / Select / Date / Folder, Protect: Single / Select / Date / Folder  |
| Power Save Mode                       | Standard / Max / Off  |
| Advanced Features                     |   |
| Sweep Panorama                        | Sweep Panorama / Sweep Panorama (360)   |
| Face Detection                        | 8 Faces   |
| Smile Shutter™ technology             | Yes   |
| Image Stabilization                   | Optical SteadyShot™ Image Stabilization with Active Mode  |
| In-Camera Editing                     | Trimming / Unsharp Masking / Beauty Effect / Date view  |
| Intelligent Auto                      | Yes   |
| Shooting Tips                         | Yes   |
| Tracking Focus                        | Off / Auto  |
| Blink Detection                       | Yes   |
| Priority Setting (for Face Detection) | (Auto / Off / Child Priority / Adult Priority)  |
| Interface                             |   |
| Memory Card Slot                      | MS Duo and SD/SDHC/SDXC compatible  |
| SD Output                             | Composite   |
| USB Port(s)                           | Multi (AV/USB), Hi-Speed USB (USB2.0)   |
| Weights and Measurements              |   |
| Dimensions (Approx.)                  | W x H x D: 3 3/4" x 2 1/8" x 29/32" (93.1mm x 52.3mm x 22.5mm)  |
| Weight (Approx.)                      | 4.3 oz. (122g)  |
| Weight(Approx) (Main unit only)       | 3.7 oz. (106g)  |
| Power                                 |   |
| Battery Type                          | LITHIUM ION NP-BN 3.6V  |
| Battery Capacity                      | typical: 2.3Wh (630mAh), minimum: 2.2Wh (600mAh)  |

|                                  |                                  |
|----------------------------------|----------------------------------|
| Power Consumption (In Operation) | Approx. 1.2W                     |
| Power Requirements               | AC 100V to 240V, 50/60 Hz, 70mAh |
| Accessories                      |                                  |
| Supplied Accessories             | Battery (NP-BN)                  |
|                                  | AC Adaptor (AC-UB10)             |
|                                  | Multi USB Cable                  |
|                                  | Wrist Strap                      |
| Instruction Manual               |                                  |

1. Records in 29 minute segments

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