

NEW

Sony's Cyber-shot® DSC-W180 brings you a variety of intelligent features in a compact, easy-to-use design. Smile Shutter™ technology Face Detection technology automatically detects up to eight faces and optimizes focus and exposure settings.

- 10.1 megapixel Super HAD™ CCD Image Sensor
A powerful 10.1 megapixel 1/2.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 10.1 megapixels, you can create stunning prints up to A3 size, or crop your images and still come away with high resolution shots.
- 3x Optical Zoom Lens:
3x optical zoom lens captures sharp images, even from a distance, and enables close-up shooting up to just under 2" (5cm) from the subject.
- 2.7" LCD display (230K pixels):
A large 2.7" (230K pixels) LCD¹ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos.
- Colors Available:
Available in silver, black, and red
- Smile Shutter™ :
Smile Shutter™ technology captures a smile the moment it happens. Simply choose the Smile Shutter™ button and the camera does the rest. You can also select subject priority and indicate the degree of Smile Detection Sensitivity.
- Face Detection Technology:
Face Detection technology detects up to eight individual faces and adjusts flash, focus and exposure to deliver crisp, properly lit images of family and friends.
- SteadyShot™ Digital Image Stabilization:
Optical SteadyShot™ digital image stabilization compensates for camera shake and helps prevent blur by capturing two photos at high shutter speeds and combining them into a single clear image.³
- Scene Selection modes:
Choose from seven convenient Scene Selection modes to quickly adjust for specific shooting conditions, including High Sensitivity, Twilight, Twilight Portrait, Landscape, Soft Snap, Snow, and Beach.
- High Sensitivity Mode (ISO 3200):
High ISO allows for faster shutter speed, so you can take photos indoors or in low light without the need for a flash. In addition to High Sensitivity Mode (ISO), you can select up to seven ISO settings (Auto, 100, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.
- Histogram Display:
Histogram display gives you more control over your images with the ability to optimize exposure adjustments for better detail in both light and dark areas of a photo.
- Function Guide:
This beginner-friendly optional function helps navigate through the various functions and settings displaying the description of chosen functions or settings on the LCD screen.
- Lithium-ion battery:
Included lithium-ion battery provides added convenience with longer lasting power than alkaline batteries.
- In-Camera Retouching Tools:
Retouch and enhance your photos on the go with in-camera Trimming and Red-Eye Correction functions.
- Multi-purpose Resize Function:
The Multi-purpose Resize function lets you change the aspect ratio of an image right in the camera from 4:3 to 16:9.
- Picture Motion Browser ver. 4.2.01:
Sony® PMB (Picture Motion Browser) PC software² provides a simple, easy-to-use way to transfer video and still images to your PC, as well as sort, edit, and output to data disc and the Web (PC with internet connection required). Finding your images with PMB is easy with Calendar view and Face Search. Face Search allows you to filter by faces (one or many) and also a specific person's face. Share images and videos on popular sharing sites with Media Services function.



DSC-W180/B

Cyber-shot® Digital Still Camera

Specifications

General

Megapixel: 10.1MP

Imaging Device: 1/2.3 type(7.79 mm) Super HAD™ CCD

Recording Media: 12MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media.

Convenience

White Balance: Auto / Daylight / Cloudy / 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 DUO PRO™ media capacity; does not support Access Control security function.

Still Image Mode(s): Normal, Burst

Red-Eye Reduction: Auto / On / Off

Burst Mode: Approx. 1 fps(Maximum 100 shots)

Erase/Protect: No

Date/Time Stamp: Available in the included PMB software.

Media/Battery Indicator: Yes

Color Mode(s): Normal / Sepia / B&W

Dynamic Range Optimizer: No

Scene Mode(s): Auto / Easy / Program Auto / High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow

Image Stabilization: Digital

Convenience Features

Histogram Display: Yes

AF Illuminator Light: No

PictBridge Compatible: Yes

Multi-Pattern Measuring: Yes

Movie Mode(s): 320(QVGA, 320 x 240, Approx.30fps)

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

In-Camera Editing: Trimming, Red Eye Correction

Inputs and Outputs

Audio/Video Output(s): Dedicated A/V Cable & Designated USB Cable

USB Port(s): Yes -supports USB 2.0

HardwareLCD: 2.7" LCD¹ (230K Pixels)

Viewfinder: No

Lens Construction: 6 elements in 5 groups (including 2 aspheric elements)

Microphone/Speaker: Mono / Mono

Operating Conditions

Flash Effective Range: ISO Auto: Approx.0.5 - Approx.3.0m(Approx. .16' - Approx. 9.84')(W) / Approx.0.5 - Approx.1.5m (Approx. .16' - Approx.4.92')(T),

ISO3200: up to Approx. 6.0 m(Approx. 19.69')(W) / Approx. 3.0 m (Approx. 9.84')(T)

Flash Mode(s): Auto / Flash On / Slow Syncro / Flash Off

Optics/Lens

Focal Length: 6.2-18.6mm

35mm Equivalent: 35-105mm

Focus: 9-Area Multi-Point AF, Center AF, Focus Preset (0.5m / 1.0m / 3.0m / 7.0m / Unlimited distance)

Aperture Range: Auto(F2.5 / F5.1(W), 2 steps) / Program Auto(F2.5 / F5.1(W), 2 steps)

Shutter Speed: Auto(1/8 - 1/2,000) / Program Auto(1" - 1/2,000)

Exposure Compensation: Plus / Minus 2.0EV, 1 / 3EV step

Smart Zoom® Technology: 5M:Approx.4.2x (Total),

3M:Approx.5.3x(Total),

VGA:Approx.17x(Total),

16:9(2M):Approx.5.7x(Total)

Digital Zoom: Smart Zoom / Precision Digital Zoom / Off

Optical Zoom: 3x

Macro Mode: Auto Macro / Macro On

Total Zoom: 6x

Face Detection: Yes - 8 faces (adjusts flash, focus, exposure)

Power

Battery Type: Lithium-Ion NP-BK1

Battery Capacity: Approx. 145 minutes / Approx. 290 images

Software

Supplied Software: Windows: Picture Motion Browser Vers 4.2.01 (Mac not supported)

Operating System Compatibility: Microsoft® Windows® 2000 Professional SP4, XP SP3, or Windows Vista™ SP1; Macintosh® OS 9.1/9.2/OS X (10.1-10.5)

Processor

Bionz™ Engine: No

Control

ISO: Auto / 100 / 200 / 400 / 800 / 1600 / 3200

Dimensions

Weight: Approx. 3.8oz (108g)

Measurements: W x H x D: 3 5/8" x 2 1/4" x 3/4" (91.0mm x 54.5mm x 18.7mm)

Service and Warranty Information

Limited Warranty Term: Limited 1 Year Parts & Labor

Supplied Accessories

Rechargeable Battery - NP-BK1

Battery Charger - BC-CSK / BC-CSKA

Wrist Strap

Picture Motion Browser

Dedicated A/V Cable

Dedicated USB Cable

CD-ROM

Note: Memory Stick DUO™ Media or adaptors are not included.

Optional Accessories

GPS Unit (GPS-CS3KA)

Soft Carrying Case

Memory Stick PRO Duo™ Media (MS-MT4G)

Memory Stick PRO Duo™ Media (MS-MT8G)

Memory Stick PRO Duo™ Media (MS-MT16G)

Memory Stick PRO-HG Duo™ Media (MS-HX8G)

Memory Stick PRO-HG Duo™ Media (MS-HX16G)

Memory Stick PRO Duo™ Media USB Adaptor (MSAC-US1A, MSAC-US5)

Color: Black

UPC Code: 027242766402

1. Viewable area, measured diagonally.
2. Requires Microsoft Window XP SP3, or Windows Vista SP1. Not supported by Mac OS.

3. Not available in all shooting circumstances. Automatically set to "Off" during movie shooting mode. Automatically fixed to "Off" during Smile Shutter mode. Automatically set to "Off" during shooting with flash.

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