Sony® Cyber-shot® DSC-W290 digital camera. Featuring Intelligent Auto mode, the W290 with a 28mm wide angle lens, automatically detects 8 scene conditions and selects the appropriate camera settings. Face Detection captures faces more naturally and helps prevent blur. Also, now record high definition videos in 720p HD and enjoy your memories on your HDTV.

**Bullets**
- iAuto mode automatically optimizes camera settings
- 720p high definition movies
- 3.0” (diag.) Clear Photo LCD (230K) display
- iSCN detects 8 scene conditions and adjusts camera settings
- Optical SteadyShot image stabilization reduces blur
- Face Detection captures faces with natural skin tones
- Smile Shutter mode automatically captures a smile
- DRO Standard and Plus optimizes exposure and contrast
- Anti-blink Function and Red-eye Reduction
- Carl Zeiss® Vario-Tessar® lens with 5x optical zoom
- 12.1 megapixel Super HAD™ CCD image sensor
- BIONZ™ Imaging Processor
- High Sensitivity ISO 3200 for low light shooting
- 14 Convenient Photo Modes
- Easy Shooting Mode simplifies the menu
- 16:9 High Resolution Shooting Mode
- Easy image management helps find your pictures
- PHOTOMUSIC features combines HD slideshow with music
- HDTV Compatibility for sharing picture in hi-def.
- PhotoTV HD Mode with compatible BRAVIA® HDTV
- In-Camera Retouching Tools
- Creative Painting Tools on touch-screen panel
- Wide-Zoom Display resizes images to 16:9
- Bundled PMB Software to manage images on compatible PC
- Available in silver, black, blue, and brown

**Features**

**12.1 Megapixel Super HAD™ CCD Image Sensor:**
A powerful 12.1 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 12.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19”) size, or crop your images and still come away with high resolution shots.

**Carl Zeiss® Vario-Tessar® Lens with 5x Optical Zoom:**
The professional-quality Carl Zeiss® Vario-Tessar® 5x optical zoom lens brings distant subjects closer for great outdoor, sports, and travel photos.

**Wide angle lens:**
A 28mm wide angle lens shows more of the scene you're shooting, helping you capture more complete images when shooting indoor group portraits, expansive landscapes, or architectural scenes.

3.0" Clear Photo LCD™ display (230k pixels):
Generous 3.0" (230k pixels) Clear Photo LCD™ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

BIONZ™ image processor:
The BIONZ™ image processor delivers the high resolution and fast performance you expect from a Sony® digital camera.

Available in four sophisticated colors:
Available in four sophisticated colors: silver, black, blue and bronze.

Intelligent Auto Mode:
Intelligent Auto (iAuto) mode goes beyond traditional auto settings by recognizing and adjusting to scene conditions and lighting, enhancing natural skin tones, and reducing blur. By incorporating advanced features such as Intelligent Scene Recognition, Face Detection, and Optical SteadyShot, iAuto lets you take advantage of the latest Sony Cyber-shot technology without leaving auto mode. Whether you’re shooting expansive landscapes, capturing playground action, or taking pictures at a birthday party or wedding shower, iAuto will optimize your camera’s settings to help ensure you come away with a great shot.

HD Movie:
Capture more of your memories in high definition (720p) video. Record HD movies in 720p high definition MPEG4 format for stunning large-screen home movie playback. Record up to 29 min in 720p format (or up to 2GB) per movie.

Intelligent Scene Recognition:
Intelligent Scene Recognition (iSCN) Mode automatically detects eight different types of scenes conditions (Backlight, Backlight Portrait, Twilight, Twilight Portrait, Twilight using a Tripod, Portrait, Landscape, and Macro) and within 1/30th of a second selects the appropriate camera settings.
iSCN has 2 modes: Auto and Advanced. In Auto Mode, the camera takes a single shot using the optimal settings. In Advance Mode, the camera takes a photo with the standard automatic settings and, in difficult lighting (low light or back light) immediately takes a second photo with optimized setting so you can choose which to keep.

Face Detection technology:
Face Detection technology detects up to eight individual faces and controls flash, focus, exposure, and white balance to deliver accurate, natural skin tones with reduced red-eye. It can also give priority to children or adults. Newly added Face Motion Detection adjusts ISO sensitivity and accelerates the shutter speed when facial movement is detected, reducing blur in the subjects face.

Selected Face Memory:
Optimizing focus, exposure, and white balance for a specific face is easier now with selectable facial memory, even when the subject leaves the frame. This feature is perfect at weddings and other events the goal is always to focus on a certain person.

Anti-blink Function:
It's frustrating to think you’ve captured that perfect shot, only to review it later and discover one of your subjects blinked just as you pressed the shutter. The Anti-blink function works to help counter blinking and squinting. When the camera is set to Portrait, the Anti-blink function captures two images, recording only the photo with less squinting. If a blink is detected in other shooting modes, a warning will be displayed after you take the shot.

Red-eye Reduction:
helps reduce common red-eye problems.

Smile Shutter™ Technology:
The popular Smile Shutter™ technology automatically detects and captures a smiling face. Simply activate by pressing the Smile Shutter™ button and the camera will capture a smile the moment it happens. You can also select subject priority (Adult or Child Priority or using the cross key buttons on the camera) and indicate the degree of Smile Detection Sensitivity to high (small smile), medium (laugh) or low (grin). Great substitute of self timer, smile once all are ready and the camera will capture the smile.

Double Anti-blur Solution:
The combination of Optical SteadyShot™ image stabilization and High ISO sensitivity helps compensate for shaky hands, minimizes blur, and allows flash-free shooting to preserve the mood.

High Sensitivity Mode (ISO 3200):
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 eight ISO settings (Auto, 80, 100, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.

Dynamic Range Optimizer Standard and Plus:
Dynamic Range Optimizer Standard and Plus: Dynamic Range Optimizer (DRO) Standard and Plus uses a sophisticated algorithm to determine the best exposure and contrast settings for almost any shooting environment. The result is more natural images with clearer details that more closely match what your naked eye sees. DRO is particularly effective when shooting backlit portraits or any scene with a dramatic contrast between background and foreground lighting. DRO Plus allows for even greater optimization by analyzing each region of an image and performing additional image processing.

Convenient Photo Modes:
Convenient Photo Modes: Choose from 13 convenient photo modes to quickly adjust for specific shooting conditions. Photo modes include iAuto, Easy, Program, and Scene Selection such as High Sensitivity, Landscape, Soft Snap, Twilight Portrait, Twilight, Beach, Snow, Fireworks, Underwater and Gourmet Mode. Gourmet Mode lets you capture mouth-watering culinary creations with all the color and clarity of images you see in gourmet magazines.

9-Point Auto Focus:
9-Point Auto Focus: Because an off-centered subject can make your shot more interesting, a 9-point auto focus system measures nine precision focus points, giving you greater creative freedom to compose your images.

Burst Mode:
Burst Mode: You can fire up to 100 shots at approximately 0.62 second intervals (at any resolution; VGA to high resolution mode. Results may vary based on settings and Memory Stick™ media being used).

Function Guide:
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.

Simplified Buttons:
Buttons and menus have been simplified to get the fastest and easiest customer experience. Shooting dial focus on the type of customer: Easy, Intelligent Auto, Scene, Program and Movie. Also most common used functions such as Zoom, Play and Delete are handy in hard buttons. All other functions can be found under one menu button.

Easy Shooting Mode:
With Easy Shooting Mode, even beginners can take great photos. In Easy Shooting Mode, easy-to-understand basic instructions are displayed on the LCD screen and the camera switches to all automatic settings with iSCN so you can just take the photo without worrying about settings. The menu is also simplified on playback to provide limited but straightforward operating functions for those afraid of choosing wrong settings.

16:9 High Resolution Mode:
16:9 High Resolution Mode: Using the 16:9 High Resolution Mode, you can record high resolution images in the 16:9 aspect ratio favored by HDTVs. This setting is ideal if you plan to view your images on a compatible HDTV and invite friends and family members under for a slideshow.

Memory Stick Duo™ Media Convenience:
Memory Stick Duo™ Media Convenience: The Cyber-shot® DSC-W290 camera accepts Memory Stick PRO Duo™ media (sold separately).

Stamina® Battery Power:
Provides extended battery life and shooting capacity when using a fully-charged lithium-ion battery. The included battery supports up to 220 shots.

Easy Image Management
Easy Image Management takes the hassle out of sorting through large volumes of image data, so you can quickly select and view your desired photos. Photos can be browsed in four convenient ways: by Standard Folder view, Date view, Event view, and Favorites showing only user-selected images. You can also harness the power of Face Detection technology to filter by face type (choices include All People, Children, Infants, and Smiles).

In-Camera Retouching Tools:
Retouch and enhance your pictures on the go with 10 in-camera editing functions: Trimming, Red-Eye Correction, Soft Focus, Partial Color, Fisheye Lens, Cross Filter, Radial Blur, Retro, Happy Face and Unsharp Masking effects.

Multi-purpose Resize function:
The Multi-purpose Resize function lets you change the aspect ratio of an image right in the camera, so you can adjust images as necessary, whether you want to display them on a compatible HDTV, or e-mail them / upload them to a blog.

HDTV Compatibility:
View your photos and videos in glorious high definition on a Sony® BRAVIA® or similar HDTV using the optional VMC-MHC2 HD output adapter cable (sold separately).

PhotoTV HD:
Bring your photos to life and enjoy highly detailed, high definition images with PhotoTV HD-capable Sony® BRAVIA® HDTVs. PhotoTV HD fine tunes settings on your HDTV, such as sharpness, gradation, and color to display images that look more like actual printed photos.

Wide Zoom display:
To use the entire image area of the compatible HDTV screen (sold separately), Wide Zoom display automatically expands standard 4:3 and 3:2 images to 16:9.

PHOTOMUSIC feature:
PHOTOMUSIC3 combines images with music (5 minutes per track) to produce fun and entertaining slide shows. The standard visual effects (Simple, Nostalgic, Active, and Stylish). Select from pre-loaded tracks on camera or transfer your own from your compatible PC (sold separately).

Picture Motion Browser ver. 4.2.02:
Sony® PMB (Picture Motion Browser) PC software 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 (compatible 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.

Specifications

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### Optics/Lens

**Lens Type**
Carl Zeiss® Vario-Tessar®

**Aperture**
Auto(F3.8/F8.0(W), 2 steps with ND Filter) / Program Auto(F3.8/F8.0(W), 2 steps with ND Filter)

**Optical Zoom**
5x

**Digital Zoom**
Smart Zoom / Precision Digital Zoom / Off

**Total Zoom**
Approximately 10x

**Smart Zoom® Technology**
9 elements in 7 groups (including 3 aspheric elements, 1ED glass)

**Macro Mode**
Auto Macro / Macro On

### Viewfinder

**Type**
No

**LCD Display**
3.0”sup1/sup Clear Photo LCD (230,400 pixels)

**Histogram**
Yes

### Focus Control

**AF Modes**
9 points / Center Weighted AF / Spot AF / Semi Manual (1.0m / 3.0m / 7.0m / unlimited distance)

**AF Illuminator**
Auto / Off

**Exposure System**
Auto / Off

**Metering**
Yes

### Still Image

**Max Effective Resolution**
12.1MP

**Video Resolution**
1280 x 720(Fine) (Approx.30fps, Progressive) / 1280 x 720(Standard) (Approx.30fps, Progressive) / 640(Fine) (VX Fine, 640 x 480, Approx.30fps)

**Microphone/ Speaker**
Mono / Mono

### Image Stabilization

**Optical**

### In-Camera Editing

**D-Range Optimizer**
Standard / Off / Plus

**White Balance Mode**
Auto / Daylight / Cloudy / Fluorescent 1 (White Flourescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash / Underwater

### Scene Mode(s)

**Scene Mode(s)**
Intelligent Auto / Easy Shooting / Program Auto / Movie (Auto Adjustment / High Sensitivity / Underwater) / Scenes (High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / Fireworks / Hi-speed Shutter / Underwater / Gourmet)

**ISO**
Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200

**Noise Reduction**
Yes

**Creative Style**
Normal / Vivid / Sepia / B&W

**Drive System**
Normal (JPEG) / Burst (JPEG) / Bracketing (JPEG) - AE(Plus / Minus 0.3EV / 0.7EV / 1.0EV)

**Self-timer**
Yes (10 seconds, 2 seconds, Off)

**Shutter Speeds**
Auto(2 - 1/1,600) / Program Auto(1 - 1/1,600)

**Burst Mode**
Max 100 shots at approx. 1.8 fps

**Flash**
Auto / Flash On / Slow Syncro / Flash Off

**Flash Modes**
Auto / Flash On / Slow Syncro / Flash Off

**Flash Coverage**
ISO Auto: Approx.0.2-

### Convenience Features

**Red-Eye Reduction**
Auto / Off

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

**Media/Battery Indicator**
Yes/Yes

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

### Advanced Features

**Face Detection**
8 face(Flash, focus, exapuse, white balance, child/ adult priority, blink, face motion detection)

**Image Stabilization**
Optical

**In-Camera Editing**
Trimming / Red Eye Correction / Soft Focus / Partial Color / Fish eye Lens / Cross Filter / Auto / Radial Blur / Unsharp Masking / Happy Faces

### Interface

**SD Output**
Yes via Multi-Use Connector

**HD Output**
Yes (1080i)

**USB Port(s)**
Yes - USB2.0 Hi-Speed

**PictBridge Compatible**
Yes

### Dimensions (Approx.)

**Dimensions**
3.7/8” x 2.3/8” x 29/32” (97.6mm x 57.4mm x 22.6mm)

### Weights and Measurements

**Weight (Approx.)**
Approx. 6.1oz. (174g) - With battery and Memory Stick media.

### Power

**Battery Type**
LITHIUM ION / InfoLITHIUM G type 3.6V

**Battery Capacity**
Approx. 150 minutes / Approx. 300 images

### Software

**Supplied Software**
Picture Motion Browser Vers 4.2.02 + USB Driver (Not supported by Macintosh® Operating Systems)

**Operating System Compatibility**
Microsoft® 2000 Professional SP4, XP Home and Professional SP3, Vista SP1 Macintosh® OS 9.1/9.2/OS X (10.1-10.5)

### Service and Warranty Information

**Limited Warranty Term**
Limited 1 Year Parts & Labor

### Accessories
1. Viewable area, measured diagonally.

2. Compatible BRAVIA® HDTV, HDMI or component cable (sold separately) required for PhotoTV HD viewing. Specifications of the BRAVIA HDTV shown vary according to market region.

3. Four preset music tracks stored in internal memory. Imported 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 Cyber-shot® camera.

4. Requires Windows 2000 Professional SP4, Windows XP SP2, or Windows Vista. Not supported by Mac OS.

5. HD Viewing requires an HD output adapter cable (VMC-MHC2), sold separately.

6. Maximum of 29 minutes continuous recording per video clips, limited to available capacity on storage media.

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

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