

DSC-W510/B

Camera w/26mm/4x optical zoom/12.1MP

Shoot life at its fullest with the Sony® DSC-W510. Capture landscapes with one touch using Sweep Panorama™ mode; get that perfect portrait with Face Detection and Smile Shutter™ technologies, capture wider scenes with the 26mm wide angle lens, and automatically get clear shots with SteadyShot® image stabilization and iAuto.



Bullets

- 26mm equivalent lens with 4x optical zoom
- Capture breathtaking images in Sweep Panorama™ Mode
- SteadyShot® image stabilization reduces blur
- iAuto mode automatically optimizes camera settings
- Face Detection and Smile Shutter™ technologies
- VGA Movie capabilities
- Soft Skin mode reduces visible blemishes, and wrinkles
- Natural Flash corrects color balance for lifelike shots
- Self-Portrait Timer makes self-portraits easy
- 12.1 megapixel 2.7" LCD screen for easy viewing
- Anti-blink, Face Priority and Red-eye Reduction functions
- DRO Standard and Plus recovers shadow detail in high contrast scenes
- iSCN detects 8 scene conditions and adjusts camera settings
- High Sensitivity ISO 3200
- Rechargeable battery included
- Easy Shooting Mode simplifies camera operation
- In-camera Retouching Tools to edit your photos

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.

2.7" (230K dots) Clear Photo LCD™ display

Generous 2.7" (230K dots) Clear Photo LCD™ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

Sony® Lens with 4x Optical Zoom and 26mm equivalent wide angle

The Sony® 4x optical zoom lens brings distant subjects closer for great outdoors, sports, and travel photos. Thanks to 26mm equivalent wide angle of this lens you can also get great group shots in tight spots.

Sweep Panorama™ mode

Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama™ mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and ultra-wide options, the camera can take panoramic shots of up to 231 degrees. Now capturing wide landscapes is as easy as press and sweep.

SteadyShot® image stabilization

SteadyShot® image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies.

Intelligent Auto Mode

Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting in clear images, faces with natural skin tone and less blur. Take advantage of all the technology without leaving Auto mode. Kids on the playground, landscape shots, a beautiful flower or an indoor birthday party; all result in clear images without leaving auto mode.

Face Detection technology

Face Detection technology detects up to eight individual faces and adjusts focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

Smile Shutter™ technology

Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also select adult and child priority and indicate the degree of Smile Detection sensitivity. Intelligent Scene Recognition can now be used together with Smile Shutter™ mode when the Intelligent Auto mode is on. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

480p AVI VGA Movie Mode

In 480p AVI movie mode the camera shoots 640 x 480 movies at 30 fps, a standard format when working with a PC. Users will create movies with full use of optical zoom in files small enough to transfer to compatible PC or Mac® computer. Once transferred to your computer and connected to the internet you can effortlessly upload your media to popular photo and video-sharing websites such as Photobucket® and YouTube™.

Soft Skin mode

Portrait subjects will love the results. Soft Skin mode recognizes skin tones and reduces the appearance of blemishes and wrinkles without affecting the rest of the shot.

Natural Flash

Conventional point-and-shoot camera flash shots just don't capture colors the way the eye sees them. Natural Flash mode takes a reference shot without flash and then uses that reference to correct the color, for far more lifelike images.

Self-Portrait Timer

Self-Portrait Timer helps take the guesswork out of self portraits by utilizing Face Detection technology to recognize when your face enters the frame. Once the camera detects your face, it triggers a 2-second timer, and then snaps a picture.

Anti-blink Function

It's frustrating to capture the perfect shot, only to review it later and discover subjects blinked during the photo. The Anti-blink function works to help counter blinking and squinting. When the camera is set to Soft Snap, 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.

Dynamic Range Optimizer Standard and Plus

Dynamic Range Optimizer (DRO) Standard and Plus uses a sophisticated algorithm to help recover shadows and highlights. 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.

Intelligent Scene Recognition (iSCN) Mode

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

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, 125, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.

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, removing several function choices and allowing you to focus on just your subject. Since this mode works together with Intelligent Scene Recognition, the camera selects the optimum setting for each scene. In addition the easy mode simplifies preview mode.

In-Camera Retouching Tools

Retouch and enhance your photos on the go with in-camera Trimming, Red-Eye Correction, and Unsharp Masking functions.

Includes Sony® PMB (Picture Motion Browser) Software ver. 5.3

Sony® Picture Motion Browser software offers a simple, intuitive way to transfer, sort, and view your video and still images on your compatible PC.¹ In addition, multiple output options let you burn your memories to DVD, as well as take advantage of one click upload to a number of popular video and photo sharing sites.²

Includes Sony® PMBP (Picture Motion Browser Portable) software

With the pre-installed Picture Motion Browser (PMB) Portable software the DSC-W510 makes it easy to pre-select videos and images in the camera and conveniently upload them from the camera to a compatible PC and popular Internet sharing sites without the need for any additional software to install.²

Specifications

Camera	
Camera Type	Compact zoom digital camera
Imaging Sensor	
Imaging Sensor	1/2.3" (7.79 mm) Super HAD CCD Sensor
Processor	BIONZ®
Pixel Gross	12.4MP
Effective Picture Resolution	12.1MP
Color Filter System	RGB primary color filters
Recording	

Media Type	optional "Memory Stick Duo" (No movie recording), optional "Memory Stick PRO Duo", optional "Memory Stick PRO-HG Duo", optional SD Memory Card (Class 2 or higher), optional SDHC Memory Card (Class 2 or higher)
Still Image Mode	JPEG
Still Image Max Effective Resolution	Approx. 12.1 Megapixels
Still Image Size 16:9	9M (4,000 x 2,248) / 2M (1,920 x 1,080)

Still Image Size 3:2	No
Still Image Size 4:3	12M (4,000 x 3,000), 8M (3,264 x 2,448), 5M (2,592 x 1,944), VGA (640 x 480)
Panorama Still Image Size	(7,152 x 1,080) / (4,912 x 1,080) / (4,912 x 1,920) / (3,424 x 1,920)
Sweep Multi Angle Image Size	No
Video Format	AVI / Motion JPEG
Video Mode	VGA (640 x 480, 30fps, progressive) / QVGA (320 x 240, 30fps, progressive)

Photo Capture from Movie	No
Dual Record	No
Audio Format	CCITT u-Law
Microphone/Speaker	Mono / Mono
Optics/Lens	
Lens Type	Sony Lens
Aperture	iAuto (F2.8 / F8.0 (W), 2 steps with ND Filter) / Program Auto (F2.8/F8.0 (W), 2 steps with ND Filter)
Aperture (Max.)	F2.8 (W)-5.9 (T)
Optical Zoom	4x
Digital Zoom	Smart Zoom / Precision Digital Zoom / Off
Smart Zoom® Technology	8M: Approx. 4.9x (Total), 5M: Approx. 6.2x (Total), VGA: Approx. 25x (Total), 16:9 (2M): Approx. 8.3x (Total)
Focal Length (35mm equivalent)	Still 16:9: 28-114mm / Still 4:3: 26-105mm / Movie 4:3: 26-105mm
Filter Diameter	No
Lens Construction	6 elements in 5 groups (including 3 aspheric elements)
Minimum Focus Distance	iAuto (W: Approx. 4cm(0.13') to Infinity, T: Approx. 60cm (1.97') to Infinity)
Aspheric Elements	3
Viewfinder	
Type	None
Diopter Adjustment	No
LCD Display	
LCD Type	2.7" Clear Photo LCD (230K dots)
Angle Adjustment	No
Brightness Control	Normal / Bright
Histogram	No
Grid Display	Yes (Off / On)
Focus Control	

AF Modes	9 points AF (Under Face Undetected) / Center Weighted AF / Spot AF
AF Illuminator	No
Exposure System	
Metering Modes	Multi Pattern / Center Weighted / Spot
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
Scene Mode(s)	High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Gourmet / Pet
D-Range Optimizer	Standard / Plus / Off
ISO	Auto 80 / 100 / 200 / 400 / 800 / 1600 / 3200
Noise Reduction	NR Slow Shutter
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
Drive System	
Self-timer	Off / 10sec. / 2sec. / portrait1 / portrait2
Shutter Speeds	iAuto (2" - 1/1,500) / Program Auto (1" - 1/1,500)
Burst Mode	Approx 1.17 fps at 12.1MP (Maximum 100 shots)
Flash	
Flash Modes	Auto / Flash On / Slow Synchro / Flash Off
Flash Coverage	ISO Auto: Approx. 0.2-Approx. 4.8m (W) / Approx. 0.2-Approx. 2.3 m (T), ISO3200: up to Approx. 6.0 m (Approx. 19.69') (W) / Approx. 3.0 m (Approx. 9.84') (T)
Convenience Features	

Red-Eye Reduction	Auto / On / Off
Erase/Protect	Erase: Single / Select / Folder, Protect: Single / Select
Media/Battery Indicator	Yes / Yes
Power Save Mode	Standard / Stamina / Off
Advanced Features	
Anti Motion Blur	No
Embedded GPS	No
Sweep Panorama	Sweep Panorama
Face Detection	8 Faces (Auto / Off / Key Selected Face Memory)
Smile Shutter™ technology	Yes
Image Stabilization	SteadyShot
In-Camera Editing	Trimming / Red-Eye Correction
Intelligent Auto	Yes
Shooting Tips	No
Background Defocus	No
Waterproof	No
Dustproof	No
Shockproof	No
Superior Auto	No
Tracking Focus	No
Blink Detection	No
Interface	
Memory Card Slot	MS Duo and SD / SDHC Compatible
SD Output	Yes
HD Output	No
USB Port(s)	Yes - Multi Use Terminal
Party Shot Compatible	No
TransferJet	No
PictBridge Compatible	No
Dimensions (Approx.)	
Dimensions (Approx.)	W x H x D: 3 7/8" x 2 1/4" x 13/16" (96.0mm x 54.0mm x 19.9 mm)
Weights and Measurements	

1. Files compatible with iMovie® '09 or later on Mac. Software not compatible with Mac OS® X.

2. For firmware update on Mac OS® X go to www.esupport.sony.com.

3. Records in 29min segments.