

Shoot more life with the Sony® DSC-W530. Capture landscapes with one touch using Sweep Panorama? mode, get that perfect portrait with Smile Shutter? technology, snap wider scenes with the 26mm wide angle lens, get high quality photos with 14.1 megapixels, and automatically get clear shots with SteadyShot™ image stabilization and iAuto; all in a sleek little design.

- **14.1 Megapixel Super HAD™ CCD Image Sensor**
A powerful 14.1 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 14.1 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" Clear Photo™ LCD display (230K dots)**
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.
- **Carl Zeiss® Vario-Tessar® Lens with 26mm equivalent wide 4x Optical Zoom**
The high-performance Carl Zeiss® Vario-Tessar® 4x optical zoom lens brings distant subjects closer for video recording as well as for outdoor, sports, and travel photos, and Close Focus shoots close-ups within a 1/2" of the subject. A wide angle of 26mm equivalent wide-angle lens allows you to take wider shots of the scene or group in crowded spaces.
- **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 230 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, the standard format when working with a PC. Users will create movies in files small enough to transfer to a compatible PC or Mac® and connected to the internet.³ Once transferred to your computer effortlessly upload 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.

ADDITIONAL FEATURES

- Natural Flash
- Self-Portrait Timer
- Anti-blink Function
- Dynamic Range Optimizer Standard and Plus
- Intelligent Scene Recognition (iSCN) Mode
- High Sensitivity Mode (ISO 3200)
- Easy Shooting Mode
- In-Camera Retouching Tools
- Includes Sony® PMB (Picture Motion Browser) Software ver. 5.3¹
- Includes Sony® PMBP (Picture Motion Browser Portable) software



DSC-W530/B

Camera w/26mm/4x optical zoom/14.1MP

Specifications

Convenience Features

Power Save Mode: Standard / Stamina / Off
Media/Battery Indicator: Yes / Yes
Red-Eye Reduction: Auto / On / Off
Erase/Protect: Erase: Single / Select / Folder, Protect: Single / Select

Inputs and Outputs

HD Output: No

LCD Display

Histogram: No
LCD Type: 2.7" Clear Photo LCD (230K dots)
Grid Display: Yes (Off / On)
Angle Adjustment: No
Brightness Control: Normal / Bright / Auto Bright

Flash

Flash Coverage: ISO Auto: Approx. 0.3-Approx. 3.5m (Approx. 0.98'-Approx. 11.48') (W) / Approx. 0.6-Approx. 1.8m (Approx. 1.96'-Approx. 5.91') (T), ISO3200: up to Approx. 7.1m (Approx. 23.3') (W) / Approx. 3.7m (Approx. 12.1') (T)

Flash Modes: Auto / On / Slow Syncro / Off

Viewfinder

Type: None
Diopter Adjustment: No

Optics/Lens

Aperture: iAuto (F2.7/F8.0 (W), 2 steps with ND Filter) / Program Auto (F2.7/F8.0 (W), 2 steps with ND Filter)

Filter Diameter: No

Smart Zoom® Technology: 10M: Approx. 4.7x (Total), 5M: Approx. 6.7x (Total), VGA: Approx. 27x (Total), 16:9 (2M): Approx. 9x (Total)

Digital Zoom: Smart Zoom / Precision Digital Zoom / Off

Optical Zoom: 4x

Minimum Focus Distance: iAuto (W): Approx. 4cm (0.13') to Infinity, T: Approx. 60cm (1.97') to Infinity)

Focal Length (35mm equivalent): Still 16:9: 28-114mm / Still 4:3: 26-105mm / Movie 4:3: 26-105 mm

Lens Construction: 6 elements in 5 groups (including 3 aspheric elements)

Lens Type: Carl Zeiss® Vario-Tessar®

Aperture (Max.): F2.7 (W)-5.7 (T)

Aspheric Elements: 3

Power

Battery Type: LITHIUM ION NP-BN1 3.6V

Battery Capacity: typical: 2.3Wh (630mAh), minimum: 2.2Wh (600mAh)

Power Consumption (in Operation): Approx. 1.0W

Number of Still Images: 250

Power Requirements: Battery charger: AC 100V to 240V, 50/60 Hz, 2W

Software

Supplied Software: Windows® : PMB (Picture Motion Browser) Ver. 5.5, PMB Portable

Advanced Features

Image Stabilization: SteadyShot

In-Camera Editing: Trimming / Red-Eye Correction

Face Detection: 8 Faces (Auto / Off / Key Selected Face Memory)

Anti Motion Blur: No

Background Defocus: No

Blink Detection: No

Dustproof: No

Embedded GPS: No

Intelligent Auto: Yes

Shockproof: No

Smile Shutter™ technology: Yes

Superior Auto: No

Sweep Panorama: Sweep Panorama

Tracking Focus: No

Waterproof: No

Shooting Tips: No

Drive System

Burst Mode: Approx 1 fps at 14.1MP (Maximum 100 shots)

Self-timer: Off / 10sec. / 2sec. / portrait1 / portrait2

Shutter Speeds: iAuto (2" - 1/1,600) / Program Auto (1" - 1/1,600)

Interface

PictBridge Compatible: No

TransferJet: No

HD Output: No

SD Output: Yes

USB Port(s): Yes - Multi Use Terminal

Memory Card Slot: MS Duo and SD/SDHC/SDXC Compatible

Party Shot Compatible: No

Imaging Sensor

Processor: BIONZ™

Imaging Sensor: 1/2.3" (7.76mm) Super HAD CCD Sensor

Effective Picture Resolution: 14.1MP

Pixel Gross: 14.5MP

Color Filter System: RGB primary color filters

Exposure System

D-Range Optimizer: Standard / Off / Plus

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

Noise Reduction: Clear RAW NR / NR Slow Shutter

Scene Mode(s): High Sensitivity / Twilight / Twilight Portrait / Soft snap / Landscape / Beach / Snow /Gourmet / Pet

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

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

Metering Modes: Multi Pattern / Center Weighted / Spot

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), optional SDXC Memory Card (Class 2 or higher)

Microphone/Speaker: Mono / Mono

Still Image Max Effective Resolution: Approx. 14.1 Megapixels

Video Mode: VGA (640 x 480, 30fps, progressive)
QVGA (320 x 240, 30fps, progressive)

Panorama Still Image Size: (7,152 x 1,080) / (4,912 x 1,080) / (4,912 x 1,920) / (3,424 x 1,920)

Still Image Size 16:9: 11M (4,320 x 2,432) / 2M (1,920 x 1,080)

Still Image Size 4:3: 14M (4,320 x 3,240), 10M (3,648 x 2,736), 5M (2,592 x 1,944), VGA (640 x 480)

Video Format: AVI / Motion JPEG

Sweep Multi Angle Image Size: No

Still Image Mode: JPEG

Still Image Size 3:2: No

Photo Capture from Movie: No

Dual Record: No

Audio Format: CCITT u-Law

Focus Control

AF Illuminator: No

AF Modes: 9 points AF (Under Face Undetected) / Center Weighted AF / Spot AF

Dimensions

Weight: 4.0 oz (113g)

Measurements: W x H x D: 3 3/4" x 2 1/8" x 25/32" (92.9mm x 52.4mm x 19.3mm)

Supplied Accessories

Battery (NP-BN1)

Battery Charger (BC-CSN)

USB Cable

Wrist Strap

CD-ROM

Color: Black

UPC Code: 027242808560

1. PMB requires Microsoft® Windows® XP SP3 / Windows Vista® SP2 / Windows 7. Not supported by Mac® OS.
2. Uploading directly to the web requires PMB Portable for Windows or Mac software, USB cable (included), and PC with internet connectivity. Windows® XP SP3 64-bit and Starter Edition and Windows Vista® Starter Edition environments not supported.
3. Movie recording is limited to (29min segments)

© 2011 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, Cyber-shot, Optical SteadyShot, BIONZ, Xtra Fine LCD, Smile Shutter, TruBlack, TransferJet, Exmor R, Smile Shutter, DVDirect, and BRAVIA logo are trademarks of Sony. PlayStation is a trademark of Sony Computer Entertainment. Microsoft, Windows, and Windows Vista are trademarks of Microsoft Corporation. Mac is a trademark of Apple Computers, Inc. Blu-ray Disc is a trademark. All other trademarks are trademarks of their respective owners.

Please visit the Dealer Source for more information at www.sony.com/dealersource