

Rich features and value all in a slim design with the Sony® DSC-W570. Capture your videos in 720P HD and use Sweep Panorama™ mode for breathtaking images. Add more features like 16.1 MP, 2.7" LCD for easy viewing iAuto, and Optical SteadyShot™ image stabilization and this camera is jam packed with everything you need.

- **720p MP4 HD Movie Mode<sup>4</sup>**  
In 720p MP4 movie mode the camera shoots 1280 x 720 high definition movies at 30 fps, a standard format when working with a PC. Users will create high quality movies with full use of optical zoom in files small enough to transfer to compatible PC or Mac® computer.<sup>4</sup> 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™.
- **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 235 degrees. Now capturing wide landscapes is as easy as press and sweep.
- **16.1 Megapixel Super HAD™ CCD Image Sensor**  
A powerful 16.1 megapixel ½.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 16.1 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)**  
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.
- **Optical SteadyShot™ image stabilization**  
Optical SteadyShot™ image stabilization uses a built-in gyro sensor to detect camera shake and automatically shifts the lens to help prevent blur without sacrificing image quality.
- **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; result in clear images without leaving auto mode.
- **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.
- **In camera guide**  
Take all the guesswork out of photography with the in camera guide. Its convenient step by step instructions lead you to the perfect shot.
- **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.

**ADDITIONAL FEATURES**

- Carl Zeiss® Vario-Tessar® Lens with 25mm wide angle 5x Optical Zoom
- 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
- PHOTOMUSIC
- Includes Sony® PMB (Picture Motion Browser) Software ver. 5.3<sup>2</sup>
- Includes Sony® PMB Portable software<sup>3</sup>



## DSC-W570/B

Compact camera w/720p movie/25mm lens

### 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 / Date / Folder, Protect: Single / Select / Date / Folder

#### Inputs and Outputs

HD Output: Component (Type3)

#### LCD Display

Histogram: No  
LCD Type: 2.7" LCD 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. 0.2-Approx. 3.7m (Approx. 0.66'- Approx. 12.1') (W) / Approx. 1.0-Approx. 1.5m (Approx. 3.28'- Approx. 4.92') (T), ISO3200: Up to Approx. 7.3m (Approx. 24.0') (W) / Up to Approx. 3.1m (Approx. 10.2') (T)  
Flash Modes: Auto / Flash On / Slow Synchro / Flash Off

#### Viewfinder

Type: None  
Diopter Adjustment: No

#### Optics/Lens

Aperture: iAuto (F2.6/F8.0 (W), 2 steps with ND Filter) / Program Auto (F2.6/F8.0 (W), 2 steps with ND Filter)  
Smart Zoom® Technology: 10M: Approx. 6.3x (Total), 5M: Approx. 8.9x (Total), VGA: Approx. 36x (Total), 16:9 (2M): Approx. 12x (Total)  
Digital Zoom: Smart Zoom / Precision Digital Zoom / Off  
Optical Zoom: 5x  
Minimum Focus Distance: iAuto (W: Approx. 5cm (0.16') to Infinity, T: Approx. 100cm (3.28') to Infinity)  
Focal Length (35mm equivalent): Still 16:9: 28-140mm / Still 4:3: 25-125mm / Movie 16:9: 28-140mm / Movie 4:3: 34-170mm  
Lens Construction: 6 elements in 5 groups (including 3 aspheric elements)  
Lens Type: Carl Zeiss® Vario-Tessar®  
Aperture (Max.): F2.6 (W)-6.3 (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. 1.1W  
Number of Still Images: 220  
Power Requirements: Battery charger: AC 100V to 240V, 50/60 Hz, 2W

#### Software

Supplied Software: Windows®: PMB (Picture Motion Browser) Ver. 5.3, PMB Portable

#### Advanced Features

Image Stabilization: Optical SteadyShot™  
Image Stabilization

In-Camera Editing: Trimming / Red Eye Correction / Unsharp Masking  
Face Detection: 8 Faces (Auto / Off / Child Priority / Adult Priority / Key Selected Face Memory)  
Anti Motion Blur: No  
Background Defocus: No  
Blink Detection: Yes  
Dustproof: No  
Embedded GPS: No  
Intelligent Auto: Yes  
Shockproof: No  
Smile Shutter™ technology: Yes  
Superior Auto: No  
Sweep Panorama: Sweep Panorama  
Tracking Focus: Yes (Face only)  
Waterproof: No  
Shooting Tips: Yes

#### Drive System

Burst Mode: Approx 1 fps at 16.1MP (Maximum 3 shots)  
Self-timer: Off / 10sec. / 2sec. / portrait1 / portrait2  
Shutter Speeds: Auto (2" - 1/1600) / Program Auto (1" - 1/1600)

#### Interface

PictBridge Compatible: No  
TransferJet: Send: Yes (Single / Select, U2/CEH/CN1 Version), Receive: Yes (U2/CEH/CN1 Version)  
HD Output: Component (Type3)  
SD Output: Yes  
USB Port(s): Yes - Multi Use Terminal  
Memory Card Slot: MS Duo and SD/SDHC/SDXC Compatible  
Party Shot Compatible: Yes

#### Imaging Sensor

Processor: BIONZ™  
Imaging Sensor: 1/2.3" Super HAD CCD Sensor  
Effective Picture Resolution: 16.1MP  
Pixel Gross: 16.4MP  
Color Filter System: RGB primary color filters

#### Exposure System

D-Range Optimizer: Standard / Plus / Off  
ISO: Auto / 80/ 100 / 200 / 400 / 800 / 1600 / 3200  
Noise Reduction: Clear RAW NR / NR Slow Shutter  
Scene Mode(s): High Sensitivity / Soft snap / Landscape / Twilight Portrait / Twilight / Gourmet / Beach / Snow / Fireworks / Pet / Underwater / Soft Skin  
White Balance Mode: Auto (Intelligent) / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash / One Push  
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" (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)  
Microphone/Speaker: Mono / Mono  
Still Image Max Effective Resolution: Approx. 16.2 Megapixels  
Video Mode: 1,280 x 720 (Fine) Approx 9Mbps Approx 30fps, Progressive  
1,280 x 720 (Standard) Approx 6Mbps Approx 30fps, Progressive  
640 x 480 (VGA) Approx 3Mbps Approx 30fps, Progressive  
Panorama Still Image Size: 7,152 x 1,080 (235deg) / 4,912 x 1,080 (161deg) / 4,912 x 1,920 (161deg) / 3,424 x 1,920 (112deg)  
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), VGA (640 x 480)  
Video Format: MP4 / MPEG-4 Visual  
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: MPEG-4 AAC-LC

#### Focus Control

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

#### Dimensions

Weight: 4.1 oz (116g)  
Measurements: W x H x D: 3 5/8" x 2 1/8" x 25/32" (91.0mm x 51.5mm x 9.1mm)

#### Supplied Accessories

Battery (NP-BN1)  
Battery Charger (BC-CSN)  
Multi Connector Cable  
Wrist Strap  
CD-ROM

Color: Black  
UPC Code: 027242816213

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. Tracks longer than five minutes will be reduced to five minutes.
4. Movie recording is limited to (29min segments)

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