

DSC-S500

Sony® Cyber-Shot® Digital Still Camera Ad Communication Brief



Recommended Angles for Product Photography.

Product: Cyber-shot® DSC-S500

WHY SONY?

Because Sony technology brings exciting creative innovations to digital photography -- like the DSC-S500 Cyber-shot® camera's ability to capture amazingly sharp, highly detailed long-distance images with 7.2 megapixel imaging, powerful Carl Zeiss® 12X Optical zoom lens and Sony's Super SteadyShot® Optical Image Stabilization system. The DSC-S500 also provides comfortable, user-friendly design with many other hi-tech features and performance advantages -- advancing the state of the art while maintaining the quality, simplicity and convenience that photo enthusiasts and serious amateurs count on when they choose Sony. It's all a continuation of our 50-year leadership in consumer electronics, from the first Trinitron® color TVs to Walkman® personal portable stereos and Handycam® camcorders.

KEY MESSAGES:

Advanced Features, Affordable Price: For an entry-level digital camera, the Cyber-shot® DSC-S500 incorporates an amazing array of advanced digital features -- including 6.0 MP resolution for more detail when you crop photos and make big prints. It's also amazingly simple to use, with point-and-shoot auto focus and auto exposure controls that help you get great shots every time.

One Lens Does It All: The DSC-S500 has a quality Sony lens that adjusts from 32mm wide-angle to 96mm telephoto setting (35mm equivalent), so it's great for room interiors, group shots, and panoramic landscapes as well as close-ups. And 3X Optical/2X Digital zoom performance lets you zoom in close or pull back for perspective -- so you'll be able to cover vacation trips, holiday gatherings and special events with a more interesting range of shots.

Easy Ways to Shoot and Share: For shooting without a flash memory card, the DSC-S500 provides 25 MB¹ Internal Memory to capture shots in-camera for later transfer to computer or printer. There's also a slot for optional Memory Stick Duo™ media, plus a bright 2.4" LCD screen for setting up shots and checking results. Up to 350-shot³ Stamina® power with optional NiMH rechargeable battery keeps you shooting longer -- and supplied Cyber-shot Viewer software makes it easy to upload photos and scroll through thumbnail images on your PC screen.

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TARGET CONSUMER: *Note: For internal use only. This is not advertising copy.*

Consumers:	Business Users
<p>For beginning photographers young and old, the Sony® Cyber-shot® DSC-S500 is a superb value -- with 6.0 MP resolution, top-quality lens with wide-angle capability, point-and-shoot simplicity, and compact size that makes it easy to carry everywhere for quick snapshots.</p> <p>First-time digital photographers will find that the DSC-S500 makes an easy transition from rangefinder film cameras -- and provides 25 MB¹ Internal Memory, large 2.4" LCD screen for shooting and sharing, and supplied Cyber-shot Viewer software for easy uploading and scrolling through thumbnail images on a PC screen.</p> <p>Serious comparison shoppers will appreciate Sony® advantages that put the DSC-S500 at the head of its class in entry-level cameras -- including 6.0 MP resolution, precision Sony 3X Optical zoom lens and wide-angle shooting capability, and up to 350-shot³ Stamina® power with optional NiMH rechargeable battery.</p>	<p>Business users will find the DSC-S500 combines 6.0 MP resolution, wide-angle and telephoto shooting capability, and the convenience of recording images on internal memory or optional Memory Stick Duo™ media -- and it also operates on standard AA alkaline batteries that can be replaced easily while traveling.</p>

POSITIONING STATEMENT:

An amazing combination value, simplicity and performance makes the Sony® Cyber-shot® DSC-S500 a perfect entry-level choice for first-time digital photographers. Advanced features place it at the head of its class: 6.0 MP resolution for tight crops and big prints, a quality 3X Optical zoom and wide-angle shooting capability, a large 2.4" LCD screen for setting up shots and sharing results, 25 MB¹ Internal Memory for capturing images in-camera and high-capacity up to 350-shot³ Stamina® power with optional NiMH rechargeable battery.

TAGLINES: *(usage examples: circular ads, SonyStyle.com)*

- **Advanced Features, Affordable Price.**
- **6 MP Resolution -- Plus Wide-Angle Shooting.**
- **Your First Choice in Digital Photography.**

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SPEC HIGHLIGHTS (usage examples: circular ads, SonyStyle.com)

- 6.0 MP resolution for cropping and big prints
- 3X Optical/2X Digital zoom to bring subjects closer
- 25 MB¹ Internal Memory -- no flash card needed
- Large 2.4" LCD Screen for shooting and sharing
- Optional Memory Stick Duo™ media recording
- Up to 350 shots³ with optional NiMH rechargeable batteries
- Cyber-shot Viewer software for PC thumbnail viewing

(Short Version)

- 6.0 MP resolution
- 3X Optical zoom lens
- Wide-angle shooting
- Large 2.4" LCD screen
- 25 MB¹ Internal Memory
- Supplied AA batteries
- Optional NiMH rechargeables

25, 50, AND 100 WORD CATALOG COPY:

25 word (25)	50 word (50)	100 word (96)
Sony® Cyber-shot® DSC-S500: terrific value and superb performance, with 6.0 MP resolution, 3X Optical zoom, wide-angle shooting, 25 MB ¹ Internal Memory, bright 2.4" LCD screen.	Start out right in digital photography. The Sony® Cyber-shot® DSC-S500 combines super-sharp 6.0 MP resolution with a quality 3X Optical zoom lens design, terrific wide-angle shooting capability, 25 MB ¹ Internal Memory for capturing shots in-camera, and a bright 2.4" LCD screen that lets you check shots and share results immediately.	The Cyber-shot® camera with wide-angle shooting. Super-sharp 6.0 megapixel resolution and a quality 3X Optical zoom and wide-angle shooting capability -- it's all you need to capture room interiors and group scenes as well as long shots and close-ups. With 25 MB ¹ Internal Memory, you can shoot without a flash memory card or use optional Memory Stick Duo™ media. A bright 2.4" LCD screen helps you compose shots and check results, and Stamina® power lets you take up to 350 shots ³ with optional NiMH rechargeable battery or up to 60 shots ³ with supplied AA batteries.

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FEATURE HIGHLIGHTS: *(usage examples:*

6.0 Megapixel Super HAD™ CCD

More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The Sony advanced Super HAD® (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.

3X Optical/2X Digital Zoom

3X Optical Zoom helps the DSC-S500 bring distant subjects closer and lets you frame shots for better composition; the Sony precision 2X Digital Zoom provides an additional 2X magnification to zoom in close without jagged edges.

Capture Images In-Camera

With 25 MB¹ Internal Memory, the DSC-S500 allows you to shoot without using a memory card -- then easily transfer your images to optional Memory Stick Duo™ media, upload photos to your computer or make prints on your digital printer.

Large 2.4" LCD Screen

The DSC-S500 gives you a big, bright LCD screen for reading camera menus, composing shots, checking results and sharing your photos on location.

Convenient Photo Modes

To adjust quickly for specific shooting situations, the DSC-S500 lets you choose from several convenient photo modes: Auto, P-Auto, and Scene Selections for Twilight, Twilight Portrait, Landscape, Soft Snap, Candlelight, and Beach environments.

QVGA Movie Mode

The DSC-S500 can capture 320 x 240 AVI audio/video clips at high frame rate (up to 30 frames per second), with length limited only by the capacity of your media.

Burst Mode

You can fire off three shots automatically at 1-second intervals (VGA standard mode) or 2-second intervals (6 MP mode) -- a great way to capture a child's first steps or a pet's best tricks.

Stamina® Battery Power

With optional Sony NiMH rechargeable batteries, you can capture up to an amazing 350 shots³ -- shooting capacity that's about the equivalent of 10 rolls of 35mm film. With supplied AA alkaline batteries, the DSC-S500 can capture up to 60 shots³.

Memory Stick Duo™ Media Convenience

The DSC-S500 has a built-in slot for optional Memory Stick Duo™ media -- the compact, high-capacity storage media that are compatible with millions of devices worldwide.

Cyber-shot Viewer Software

Sony's new software that makes it easier to upload images from camera or Memory Stick Duo™ media -- then organize and browse through photos on your PC screen by simply scrolling through thumbnail images.

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RELATED MODELS

Model #	Key Differentiator
DSC-S600	6 MP, 32 MB ¹ Internal Memory, 2.0" LCD Screen, Real Image Processor [®] circuitry for faster response and longer battery life.
DSC-S40	4.1 MP resolution, 32 MB ¹ Internal Memory, supplied AA batteries.

LEGAL NOTES & TRADEMARKS

- 1 A portion of the memory is used for data management purposes; approx. 25 MB will be available for image recording.
- 2 Viewable area, measured diagonally.
- 3 Under average conditions; when fully charged, actual results may vary based on camera settings and conditions of use.

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