

SONY®

Cyber-shot  
W55 / W35

Celebrate  
priceless moments  
with Cyber-shot W Series



REAL MY LIFE

- 7.2 Mega Pixels
- High Sensitivity (ISO 1000)
- Carl Zeiss Lens
- 3x Optical Zoom
- User-friendly Features



like.no.other™

# A Favourite With Everyone



Taking great pictures is a breeze with Sony's new Cyber-shot W series. With an enhanced resolution of up to 7.2 Mega Pixels and High Sensitivity of ISO 1000, it's easy to capture high quality images with a touch of a button. With each shot, Carl Zeiss lens gives you clear, distortion-free imagery. All these and more are encased within a sleek, sturdy metallic casing. The DSC-W55 even comes in four attractive colours\* to suit your lifestyle.

\* Not all colours are available in all countries. Please check with your local dealers. Not applicable to DSC-W35.



2.5 (115K dots) TFT LCD



2.0 (85K dots) TFT LCD

## Choose from two great models with advanced features:

- 7.2 effective Mega Pixels
- High Sensitivity (ISO 1000)
- Carl Zeiss Lens
- 3x Optical Zoom
- High Stamina (380 shots)



# Shoot Outstanding Imagery

Expect true-to-life pictures with the Cyber-shot W series. With its many technologically advanced features, you have more reason than ever to capture those unforgettable moments.

## Real Imaging Processor and Super HAD CCD

Real Imaging Processor enhances picture quality while increasing image recording and display speed, and the Super HAD CCD offers high-resolution performance without adding bulk to the camera.



Original Picture



2x Optical Zoom



3x Optical Zoom



## 3x Optical Zoom with Carl Zeiss Vario-Tessar Lens in 7.2 Mega Pixels

The Carl Zeiss Vario-Tessar lens delivers high contrast without compromising on clarity while the 3x Optical Zoom captures distant images with amazing detail – all of which are reproduced faithfully in 7.2 Mega Pixels resolution.

## High Sensitivity

The High Sensitivity of ISO 1000 lets you capture crisp, blur-free images at high shutter speeds, or under conditions with low light.



Without High Sensitivity



With High Sensitivity

## Noise Reduction

Sony's Clear RAW™ NR (noise reduction) algorithm suppresses noise within the RAW file to give clear, natural images. This technology is especially effective when shooting at high ISO settings.



Without Clear Raw NR (Noise Reduction)



With Clear Raw NR (Noise Reduction)

## 7 Scene Selection Modes

Each of the Scene Selection Modes has pre-set settings that allow you to select the optimal configuration at a turn of the dial. So no matter your shooting conditions, just switch to the right mode and start shooting.



ISO High Sensitivity



Soft Snap



Twilight Portrait



Twilight



Landscape



Beach



Snow

## Colour Modes

Create different moods by taking your pictures in any of the four colour modes (Natural, Rich, Black & White and Sepia).



Natural



Rich



Black & White



Sepia

## MPEG

The MPEGMOVIE VX feature lets you shoot exciting video clips in full VGA resolution. The recording duration is limited only by the size of your memory card.



# Performance With Ease

The user-friendly features of the Cyber-shot W series let you capture and create beautiful images effortlessly.

## Intuitive Interface

Shoot freely and confidently with in-camera guides that help you get the results you want:

**Resolution Guide**  
Choose the best size for your intended output by using the Resolution Guide.

**Mode Guide**  
With icons and descriptions of each mode, it is easy to select the optimal setting for any occasion.

**Icon Guide**  
The new Icon Guide offers on-screen icons with pop-up guidance that lets you control flash, macro, self-timer and other settings more quickly and intuitively.

**Direct Play Button**  
View your images with ease at a touch of a button. This function lets you switch to Playback mode while shooting and back. You can also start up the Playback mode directly from power off status conveniently.

**High Stamina**  
Shoot to your heart's delight with Sony's advanced High Stamina technology that enables you to take up to 380 shots in a single charge.

# Share Your Experience Effortlessly

Beautiful pictures are meant to be shared. Relive the experience again and again with your friends and loved ones.

## Output Options

Whether you are backing up your latest holiday memories or spreading joy to your friends, the Cyber-shot W Series is always ready to share.

**USB**  
Connect directly to a PC via USB and transfer your files onto your hard disk or other media. You can then edit your pictures, print them on photo paper or send them over the internet.

**AV Out**  
Simply hook up your Cyber-shot camera directly to a compatible TV and fill the room with delight.

**Printing Options**  
Start printing images by simply inserting the Memory Stick PRO Duo into Sony's PictureStation. You can also plug your camera to a PictBridge capable printer and print directly from your camera - no PC required.

## Picture Motion Browser (Supplied PC Application)

Upload your images easily from your camera with the Picture Motion Browser. Browse through images by date with its calendar format or choose to view with its Map View function that sorts images by location. With an optional Global Positioning Satellite unit accessory, you can display your images on the world map to share with family and friends\*.



Import images easily from your Cyber-shot to your PC

Smooth and Intuitive interface

Fun and easy way to edit images

Disclaimer: \*Picture Motion Browser software (supplied with Cyber-shot cameras) required for viewing map online.

# Cyber-shot Accessories



With an extensive range of camera accessories\*, you can get more out of your Cyber-shot W Series cameras. Always insist on authentic Sony products for the best quality assurance and compatibility.

**Batteries and Chargers**

Extend your camera time by keeping a spare battery handy.

NP-BG1 Rechargeable Battery Pack

BC-TRG Battery Charger

**Printers**

Print high quality images on these PictureStation Printers.

DPP-FP60    DPP-FP70    DPP-FP90

**Memory Stick**

Store your images on Sony's Memory Stick PRO Duo.

4GB/2GB/1GB

Memory Stick PRO Duo

**Optical Accessories**

Extend and enhance your camera's optical abilities.

VAD-WB Lens Adaptor

VCL-DH1730 Tele Conversion Lens

VCL-DH2630 Tele Conversion Lens

VCL-DH0730 Wide Conversion Lens

Normal Lens    With Tele Conversion Lens

**Lighting**

Illuminate low-lighting conditions.

HVL-RLS Ring Light

Normal Lens    With Wide Conversion Lens

**Filters**

Correct unwanted reflections and brightness.

VF-30NK Neutral Density Filter Kit

VF-30CPK S Polarising Filter Kit

VF-30SC Filter Kit for Special Effects

Normal Lens    With Filter

Normal Lens    With Filter

Normal Lens    With Filter

**Tripods**

Ensure perfect digital photographs wherever you are.

VCT-R100

VCT-1500L

**Soft Carrying Cases**

Choose from our wide selection of carrying cases that provide protection from the elements and for every occasion.

LCS-TWB/B    LCS-TWB/P    LCS-TWB/G    LCS-TWB/H

LCS-TWC/B    LCS-TWC/C    LCS-TWD/B    LCS-TWD/W

LCS-WF    LCS-CSJ    LCS-CSL    LCS-CSN    LCS-CST

**GPS Unit**

Record the exact date, time and location for all your shots and view them online at Google Map™.

GPS-CS1KA

Sample of Google Map View

**Sports Pack**

Whether at the beach or at the pool, the Sports Pack is perfect for your active lifestyle.

SPK-WA

Note: \*Not all accessories are available in all countries. Please check with your local dealers.

# Specifications

BASIC SPECS		DSC-W55	DSC-W35
Model Name		DSC-W55	DSC-W35
Gross Pixels		Approx. 7,410k pixels	Approx. 7,410k pixels
Effective Pixels		Approx. 7,201k pixels	Approx. 7,201k pixels
Optical Zoom		3x	3x
Precision Digital Zoom		Approx. 6x	Approx. 6x
Smart Zoom		SmartZoom: Approx. 3.6x, 3Mega; Approx. 4.5x, 2Mega; Approx. 5.6x, VGA; Approx. 14x, 16:9; Approx. 4.8x	SmartZoom: Approx. 3.6x, 3Mega; Approx. 4.5x, 2Mega; Approx. 5.6x, VGA; Approx. 14x, 16:9; Approx. 4.8x
Lens		Carl Zeiss Vario-Tessar	Carl Zeiss Vario-Tessar
Sensor Type		CCD	CCD
F number		2.8-5.2	2.8-5.2
Focal length f = (35mm conversion)		6.3-18.9mm (38 - 114mm)	6.3-18.9mm (38 - 114mm)
Focusing Range	AF	W: Approx. 50cm to Infinity; T: Approx. 50cm to Infinity	W: Approx. 50cm to Infinity; T: Approx. 50cm to Infinity
	Macro AF	W: Approx. 2.0cm to Infinity; T: Approx. 30cm to Infinity	W: Approx. 2.0cm to Infinity; T: Approx. 30cm to Infinity
Processor		Real Imaging Processor	Real Imaging Processor
Internal Memory	Capacity for Shooting	Yes (56MB)	Yes (56MB)
Memory Stick		Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO Duo (High Speed - No Speed Advantage)	Memory Stick Duo / Memory Stick PRO Duo / Memory Stick PRO Duo (High Speed - No Speed Advantage)
LCD	Screen Size	2.5" LCD or 6.2cm TFT	2.0" LCD or 5.1cm TFT
	Total Dot Number	115k	65k
Stamina	No. of Shots	Approx. 380 pictures	Approx. 380 pictures
Battery Life		Approx. 190 mins	Approx. 190 mins
Lithium ION: 3.6V		Lithium ION: 3.6V	Lithium ION: 3.6V
USB		2.0 Hi-Speed	2.0 Hi-Speed
<b>MAIN FEATURES</b>			
Mode Dial		Yes (Auto / P / Movie / High Sensitivity / Twilight / Twilight portrait / Landscape / Beach / Snow / Soft Snap)	Yes (Auto / P / Movie / High Sensitivity / Twilight / Twilight portrait / Landscape / Beach / Snow / Soft Snap)
Exposure mode		Auto / Program Auto / Scene Selection (Mode Dial, 7 Modes)	Auto / Program Auto / Scene Selection (Mode Dial, 7 Modes)
Scene Selection		Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / High Sensitivity	Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / High Sensitivity
Recording Format		JPEG / MPEG1	JPEG / MPEG1
Image Quality Mode selection		Standard / Fine	Standard / Fine
Still Image size	7M	3,072 x 2,304	3,072 x 2,304
	5M	2,592 x 1,944	2,592 x 1,944
	3M	2,048 x 1,536	2,048 x 1,536
	2M	1,632 x 1,224	1,632 x 1,224
	VGA	640 x 480	640 x 480
	3:2 mode	3,072 x 2,048	3,072 x 2,048
	16:9 mode	1,920 x 1,080	1,920 x 1,080
Minimum Recording Interval	7M	Approx. 1.4sec.	Approx. 1.4sec.
	5M	Approx. 1.5sec.	Approx. 1.5sec.
	3M	Approx. 1.4sec.	Approx. 1.4sec.
	2M	Approx. 1.3sec.	Approx. 1.3sec.
	VGA	Approx. 1.2sec.	Approx. 1.2sec.
	3:2 mode	Approx. 1.4sec.	Approx. 1.4sec.
	16:9 mode	Approx. 1.3sec.	Approx. 1.3sec.
Movie recording mode	VX, Fine	640 x 480, 30fps	640 x 480, 30fps
	VX, Standard	640 x 480, 16.6fps	640 x 480, 16.6fps
	Video Mail	160 x 112, 8.3fps	160 x 112, 8.3fps
Still image recording mode		Normal (JPEG) / Burst (JPEG) / Multi Burst (1M)	Normal (JPEG) / Burst (JPEG) / Multi Burst (1M)
Burst Shot Number / Burst Interval	at the largest image size	Approx. 0.9sec.	Approx. 0.9sec.
	VGA, Standard	Approx. 0.8sec.	Approx. 0.8sec.
Aperture		Auto (F2.8 - F13) / Program Auto (F2.8 - F13)	Auto (F2.8 - F13) / Program Auto (F2.8 - F13)
Shutter Speed		Auto (1/8 - 1/2000) / Program Auto (1" - 1/2000)	Auto (1/8 - 1/2000) / Program Auto (1" - 1/2000)
NR Slow shutter		Yes (ISO Auto/100/200: shutter speed of 1/6sec or slower, ISO400/800/1000: shutter speed of 1/25sec or slower)	Yes (ISO Auto/100/200: shutter speed of 1/6sec or slower, ISO400/800/1000: shutter speed of 1/25sec or slower)
Focus mode		AutoFocus / Macro / Focus Preset	AutoFocus / Macro / Focus Preset
AF method		Single AF / Monitoring AF	Single AF / Monitoring AF
AF area		Multi Point (5 points) / Center Weighted	Multi Point (5 points) / Center Weighted
Exposure Compensation		Yes (plus / minus 2.0EV, 1/3EV step)	Yes (plus / minus 2.0EV, 1/3EV step)
White Balance		Auto / Daylight / Cloudy / Fluorescent / Incandescent / Flash	Auto / Daylight / Cloudy / Fluorescent / Incandescent / Flash
Light metering		Multi Pattern / Center Weighted / Spot	Multi Pattern / Center Weighted / Spot
Colour Mode		Rich / Natural / B&W / Sepia	Rich / Natural / B&W / Sepia
AF illuminator		Yes	Yes
Flash Mode		Auto / Forced Flash / No Flash / Slow Syncro	Auto / Forced Flash / No Flash / Slow Syncro
Clear RAW NR		Yes	Yes
Sharpness / Contrast / Flash Level Setting		Yes (Menu, plus / minus 1 step)	Yes (Menu, plus / minus 1 step)
ISO Sensitivity Setting		Yes (Menu, Auto/100/200/400/800/1000)	Yes (Menu, Auto/100/200/400/800/1000)
Red-eye Reduction		Yes (SETUP)	Yes (SETUP)
Battery Remaining Indicator		Yes	Yes
Exposure warning indicator		Yes	Yes
Histogram Indicator		Yes	Yes
Disk / Memory Stick Remaining Indicator		Yes	Yes
<b>USER INTERFACE</b>			
Self Timer		Yes (10sec./2sec./OFF)	Yes (10sec./2sec./OFF)
Auto Review		Yes (2sec)	Yes (2sec)
Animation Display	Enlarged Camera Menu	Yes	Yes
	Function Guide (Icon Explanation)	Yes	Yes
	Function Guide (Mode Explanation)	Yes	Yes
	Image Size Guide	Yes	Yes
Index Playback		Yes	Yes
Slideshow Playback		Yes	Yes
Trimming / Resizing / Playback Zoom		Yes (All Size) / Yes (All Size) / Yes (5x)	Yes (All Size) / Yes (All Size) / Yes (5x)
Image Rotation / Divide (MPEG) / Cue & Review (MPEG)		Yes	Yes
Hand Shake Alert		Yes	Yes
Picture Brightness Button		Yes	Yes
Speaker volume control		Yes	Yes
Internal Memory Full Data Copy (to MS)		Yes	Yes
DC IN Terminal		Yes	Yes
USB Connection	Mass Storage	Yes	Yes
	PTP	Yes	Yes
	PictBridge	Yes	Yes
	MultiConfiguration	Yes	Yes
<b>OTHER FEATURES</b>			
Multi use Terminal (1 = T1 type / 2 = P100 type / 3 = T7 type / 4 = S90 type)		Yes	Yes
Tripod receptacle		Yes	Yes
Sport Pack compatibility		Yes	Yes
<b>CLICK CONTROL</b>			
Start up time		Approx. 1.6sec.	Approx. 1.6sec.
Shutter time lag		Approx. 0.3sec.	Approx. 0.3sec.
Release time lag		Approx. 0.01sec.	Approx. 0.01sec.
<b>BODY SIZE</b>			
Dimension (W x H x D)		88.9 x 57.1 x 22.9mm	89.8 x 59.1 x 22.9mm
Special Mention on Dimension		Min. 20.05mm	Min. 20.35mm
Weight	Body	Approx. 116g	Approx. 118g
	With Acy (with MS Duo and supplied acy)	Approx. 147g	Approx. 149g
Body Material		Metal	Metal
<b>OPTIONAL ACCESSORY</b>			
Rechargeable Battery Pack			
Battery Charger			
Power Cord			
Multi Cable			
Wrist Strap			
CD-ROM			

	NUMBER OF IMAGES RECORDED ON A SINGLE MEDIA (APPROX. NO. OF SHOTS)							
	Memory Stick Duo		Memory Stick PRO Duo				Internal Memory	
	64MB	128MB	256MB	512MB	1GB	2GB	4GB	56MB
<b>Normal: Fine / Standard</b>								
7M (3,072 x 2,304)	18 / 36	37 / 73	67 / 132	137 / 268	279 / 548	573 / 1125	1132 / 2223	16 / 33
5M (2,592 x 1,944)	25 / 48	51 / 96	92 / 174	188 / 354	384 / 723	789 / 1482	1559 / 2928	23 / 43
3M (2,048 x 1,536)	41 / 74	82 / 149	148 / 264	302 / 537	617 / 1097	1266 / 2250	2501 / 4447	37 / 67
2M (1,632 x 1,224)	66 / 123	133 / 246	238 / 446	484 / 907	988 / 1852	2025 / 3798	4002 / 7504	60 / 111
3:2 (7M (3,072 x 2,048))	18 / 36	37 / 73	67 / 132	137 / 268	279 / 548	573 / 1125	1132 / 2223	16 / 33
16:9 (9[M (1,920x1,080)])	66 / 123	133 / 246	238 / 446	484 / 907	988 / 1852	2025 / 3798	4002 / 7504	61 / 111
VGA (Email) (640 x 480)	394 / 985	790 / 1975	1428 / 3571	2904 / 7261	5928 / 14821	12154 / 30385	24014 / 60036	357 / 892
<b>MPG/MOVIE (sec)</b>								
<b>VX FINE</b>			177 00:02:50	362 00:06:00	740 00:12:20	1518 00:25:10	3000 00:50:00	
<b>VX Standard</b>	176 00:02:50	354 00:05:50	642 00:10:40	1307 00:21:40	2267 00:44:20	5469 01:31:00	10806 03:00:00	159 00:02:30
<b>Video mail</b>	2739 00:45:30	5493 01:31:30	10281 02:51:20	20825 05:47:00	42262 11:44:20	87505 24:18:20	172900 48:01:40	2567 00:42:40

BATTERY LIFE / NO OF SHOTS (CIPA)		
Supplied Battery		
Still image	Approx. 190 min	Approx. 380 shots
Image quality "FINE"		
The LCD screen is turned on		
Shooting one time every 30 seconds		
The zoom is switched alternately between the W and T ends		
The flash strobes once every two times		
The power turns on and off once every ten times		
Note that the actual numbers may be less than indicated depending on the condition of use		
* The maximum number of continuous shots		
Size / Quality	Fine	Standard
7M	4	6
7M 3:2	4	6
5M	5	8
3M	7	13
16:9	11	20
2M	11	20
VGA	64	100
When the battery level is low, or when the internal memory or Memory Stick Duo is full, the Burst stops. You may not be able to shoot images in Burst mode depending on the Scene mode.		

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