The DSC-W330 captures amazingly detailed images with a Carl Zeiss® 26mm equivalent wide angle 4x zoom lens. Taking and reviewing images is made easy with a large 3.0” LCD1 and advanced features including Easy mode, iAuto and SteadyShot® image stabilization™ make it easy to capture great images in various conditions.

- **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.

- **Sony Lens with 4x Optical Zoom with 26mm equivalent wide**  
  The professional-quality Carl Zeiss® Vario-Tessar® 4x optical zoom lens with 26mm equivalent wide angle brings distant subjects closer for great outdoor, sports, and travel photos.

- **3.0” Clear Photo LCD™ display (230k pixels)**  
  Generous 3.0” (230k pixels) Clear Photo LCD™ display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

- **Intelligent Auto (iAuto) mode**  
  Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, and faces, and adjusts settings resulting in clearer images, faces with more natural skin tone, and less blur. By incorporating advanced features such as Intelligent Scene Recognition, Face Detection technology, and SteadyShot™ image stabilization, iAuto mode lets you take advantage of the latest Sony® Cyber-shot® technology without leaving auto mode. Whether you’re shooting landscapes, capturing a beautiful flower, or taking pictures at an in-door birthday party or wedding shower, iAuto mode will optimize your camera’s settings to help ensure you come away with a great shot.

- **Intelligent Scene Recognition (iSCN) Mode**  
  Intelligent Scene Recognition (iSCN) Mode automatically detects seven different types of scenes and, within just 1/30th of a second, selects the appropriate camera settings: Twilight, Twilight Portrait, Backlight, Backlight Portrait, Landscape, Macro, Portrait. 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.

- **Steady Shot Image Stabilization**  
  SteadyShot™ image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies.

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

- **Motion Detection**  
  Motion Detection, along with Face Motion Detection adjusts ISO sensitivity and increases the shutter speed when movement is detected, reducing blur in moving subjects and faces.

- **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 the degree of Smile Detection Sensitivity. Intelligent Scene Recognition can be used together with Smile Shutter™ mode. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

- **Scene modes**  

- **Intelligent AF**  
  Thanks to Intelligent AF technology, capture fleeting moments like a child’s adorable expression with the ultra-quick AF. The camera is always ready to take the best shot.

- **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.

- **Function Guide**  
  This beginner-friendly optional function helps navigate through the various functions and settings displaying the description of chosen functions or settings on the LCD screen.

### ADDITIONAL FEATURES

- **In-Camera Retouching Tools**
- **Lithium-ion battery**
- **Media card slot**
- **Includes Sony® PMB Software ver. 5.0²**
- **Includes Sony® PMB Portable software³**
- **Colors Available**
Specifications

General

- Megapixel: Approx. 14.1 Megapixels
- Imaging Device: 1/2.3" (7.76mm) Super HAD CCD Sensor
- Recording Media: 28MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ (High Speed), optional Memory Stick PRO HG Duo™, optional SD/SDHC media

Convenience

- White Balance: Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash.
- Self Timer: Off / 10sec. / 2sec
- Still Image Mode(s): Normal / Burst
- Red-Eye Reduction: Auto / On / Off
- Burst Mode: Approx. 1fps at 14.1MP (Maximum 100 shots)
- Erase/Protect: Yes / Yes
- Date/Time Stamp: Available in the included PMB software.
- Media/Battery Indicator: Yes / Yes
- Dynamic Range Optimizer: Plus / Standard / Off
- Scene Mode(s): High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / Underwater / Gourmet / Pet
- Image Stabilization: Digital
- Movie Mode(s): VGA (640 x 480) (29.97fps, Progressive) / QVGA (320 x 240) (29.97fps, Progressive)
- PictBridge Compatible: Yes
- Transfer: et. No

Convenience Features

- Histogram Display: No
- AF Illuminator Light: No
- Multi-Pattern Measuring: Yes
- NightShot® Infrared System: No
- NightFrameing System: No
- Clear RAW NR: Yes
- Power Save Mode: Standard / Stamina / Off
- In-Camera Editing: Trimming / Red Eye Correction

Inputs and Outputs

- Accessory Terminal: Multi connector
- Audio/Video Output(s): Yes
- USB Port(s): Yes - USB2.0 Hi-Speed
- HD Output: No

Hardware

- LCD: 3.0" Clear Photo LCD (230k pixels)
- Viewfinder: No
- Lens Construction: 6 elements in 5 groups (including 3 aspheric elements)
- Microphone/Speaker: Mono / Mono
- Lens Type: Carl Zeiss® Vario Tessar®

Optics/Lens

- Focal Length: 4.7-18.8mm
- 35mm Equivalent: Still shots: 26-105mm / Movie 4.3: 26-105mm
- Focus: 9 points AF / Center Weighted AF / Spot AF
- Aperture Range: iAuto (F2.7 / F8.0 (W)) / Program Auto (F2.7 / F8.0 (W)) (2 steps with ND Filter)
- Shutter Speed: iAuto (1/8" / 1-1,600) / Program Auto (1/1 - 1/1,600)
- Exposure Compensation: Plus / Minus 2.0EV, 1/3EV step
- Smart Zoom® Technology: 10M:Approx.7x (Total), 5M:Approx.6.7x (Total), VGA:Approx.2.7x (Total), 169:2 (M):Approx.9x (Total)
- Digital Zoom: Smart Zoom / Precision Digital Zoom / Off
- Optical Zoom: 4x
- Macro Mode: iAuto(W)Approx.4cm(0.13") to Infinity, T:Approx.60cm(1.97") to Infinity
- Total Zoom: Approximately 8xF with Precision Digital Zoom
- Face Detection: 8 faces (Auto / Off)

Power

- Battery Type: LITHIUM ION N type 3.6V
- Battery Capacity: Approx. 115 minutes / Approx. 230 images (when shooting still images)
- Power Consumption (in Operation): Approx. 1.0W

Software

- Supplied Software: Picture Motion Browser Ver.5.0, PMB Portable 5.0 (for Windows), PMB Portable 1.1 (for Macintosh), Music Transfer
- Operating System Compatibility: Microsoft® Windows XP SP3, Windows Vista SP2, Windows 7, Macintosh® OS X v10.4-v10.6

Processor

- Bionz® Engine: No

Operating Conditions

- Flash Effective Range: 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 Mode(s): Auto / On / Slow Sync / Off

Dimensions

- Weight: Body: Approx. 4.0oz. (112g), With battery and Memory Stick Media Approx. 4.5 oz. (128g)
- Measurements: W x H x D 3 7/8" x 2 1/4" x 11/16" (95.9mm x 56.8mm x 17.3mm)

Service and Warranty Information

- Limited Warranty Term: Limited 1 Year Parts & Labor

Supplied Accessories

- Rechargeable Battery Pack (NP-BN1)
- Battery Charger A/V Cable
- Power Cord

Cyber-shot® Digital Still Camera

- Wrist Strap
- CD-ROM Software

Optional Accessories

- Accessory Kit (ACC-CCLG)
- GPS Unit Kit (GPS-C3KA)
- Memory Stick PRO Duo™ Media (MSX-512S)
- Memory Stick PRO Duo™ Media (MSX-1G5T)
- Memory Stick PRO Duo™ Media (MSX-T2G)
- Memory Stick PRO Duo™ Media (MSX-M16G)
- Memory Stick PRO Duo™ Media (MSX-M32G)
- Memory Stick PRO Duo Media (MSX-T64G)
- Memory Stick PRO-HG Duo™ "HX" Media (MS-HX16G)
- Memory Stick PRO-HG Duo™ "HX" Media (MS-HX32G)
- Memory Stick Duo™ USB Adaptor (MSAC-US50)
- Memory Stick PRO-HG Duo™ "HX" Media (MS-HX32G)
- 2GB SD Card (SF-2N1)
- 4GB SDHC Card (SF-4NA01)
- 8GB SDHC Card (SF-8NA01)
- 16GB SDHC Card (SF-16NA01)
- 32GB SDHC Card (SF-32NA01)

Color: Silver

UPC Code: 027247276524

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