

DSC-W510/B

Camera w/26mm/4x optical zoom/12.1MP

Shoot life at its fullest with the Sony® DSC-W510. Capture landscapes with one touch using Sweep Panorama; get that perfect portrait with Face Detection and Smile Shutter™ technologies, capture wider scenes with the 26mm wide angle lens, and automatically get clear shots with SteadyShot™ image stabilization and iAuto.

- **12.1 Megapixel Super HAD™ CCD Image Sensor**
A powerful 12.1 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 12.1 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.
- **Sony® Lens with 4x Optical Zoom and 26mm equivalent wide angle**
The Sony® 4x optical zoom lens brings distant subjects closer for great outdoors, sports, and travel photos. Thanks to 26mm equivalent wide angle of this lens you can also get great group shots in tight spots.
- **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 231 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, a standard format when working with a PC. Users will create movies with full use of optical zoom in files small enough to transfer to compatible PC or Mac® computer

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™.

- **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.

ADDITIONAL FEATURES

- 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. 5.3
- Includes Sony® PMBP (Picture Motion Browser Portable) software²



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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

Flash

Flash Coverage: ISO Auto: Approx. 0.2 - Approx.
4.8m (W) / Approx. 0.2 - Approx. 2.3 m (T),
ISO3200: up to Approx. 6.0 m (Approx. 19.69')
(W) / Approx. 3.0 m (Approx. 9.84') (T)
Flash Modes: Auto / Flash On / Slow Synchro /
Flash Off

Viewfinder

Type: None
Diopter Adjustment: No

Optics/Lens

Aperture: iAuto (F2.8/F8.0 (W), 2 steps with ND
Filter) / Program Auto (F2.8/F8.0 (W), 2 steps
with ND Filter)
Filter Diameter: No
Smart Zoom® Technology: 8M: Approx. 4.9x
(Total), 5M: Approx. 6.2x (Total), VGA: Approx.
25x (Total), 16:9 (2M): Approx. 8.3x (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-
105mm
Lens Construction: 6 elements in 5 groups
(including 3 aspheric elements)
Lens Type: Sony Lens
Aperture (Max.): F2.8 (W)-5.9 (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. 5.5, PMB Portable

Advanced Features

Image Stabilization: SteadyShot

In-Camera Editing: Trimming / Red-Eye
Correction

Face Detection: 8 Faces (Auto / Off)

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 1.17 fps at 12.1MP (Maximum
100 shots)

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

Shutter Speeds: iAuto (2" - 1/1,500) / Program
Auto (1" - 1/1,500)

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
Compatible

Party Shot Compatible: No

Imaging Sensor

Processor: BIONZ™

Imaging Sensor: 1/2.3" (7.79 mm) Super HAD
CCD Sensor

Effective Picture Resolution: 12.1MP

Pixel Gross: 12.4MP

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: NR Slow Shutter

Scene Mode(s): High Sensitivity / Twilight /
Twilight Portrait / Landscape / Soft Snap /
Snow / Beach / 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)

Microphone/Speaker: Mono / Mono

Still Image Max Effective Resolution: Approx. 12.1
Megapixels

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

Panorama Still Image Size: (7,152 x1,080) /
(4,912 x1,080) / (4,912 x1,920) / (3,424 x1,920)

Still Image Size 16:9: 9M (4,000 x 2,248) / 2M
(1,920 x 1,080)

Still Image Size 4:3: 12M (4,000 x 3,000), 8M (3,264
x 2,448), 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: 4.2 oz. (119g)

Measurements: W x H x D: 3 7/8" x 2 1/4" x
13/16" (96.0mm x 54.0mm x 19.9 mm)

Supplied Accessories

Battery (NP-BN1)

Batter Charger (BC-CSN)

USB Cable

Wrist Strap

CD-ROM

Color: Black

UPC Code: 027242813236

1. 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 and 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)

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