

Sony Cameras Wait for Baby to Smile

January 25 2008, by Lisa Zyga



Sony Cyber-Shot W120 in various colors.

Sony has recently unveiled eight new cameras in its 2008 Cyber-Shot series. The cameras, which include entry level models and more advanced designs, will begin shipping this spring.

One of the unique characteristics of several of the cameras is the new face detection technology. The 8-megapixel Cyber-Shot DSC-H10, for example, can pick out up to eight faces per shot, and strive to make all the faces in focus.

A new feature of the face detection technology is the addition of a child/adult priority mode. When set to child priority, the camera gives priority to focusing children's faces, while in adult priority mode, it locates and focuses adults' faces.

Sony also has improved the smile shutter feature, which enables the camera to detect multiple smiles, and delay the shot until everyone is smiling. The smile shutter feature can be set to prioritize children or

adults, and the new models with the feature will wait to snap a picture when a child in the frame smiles - even if it's just for a second.

But if you still can't get everyone to smile at once, that problem can be fixed with some improved editing technology. In playback mode, users can add smiles to people using the camera's face detection and retouch menu.

Some of the cameras will also include an intelligent scene recognition feature that analyzes the shooting environment and applies the optimal scene mode for the shot. The intelligent scene mode can also improve image quality in low-light or backlit settings by taking a quick second shot after the shutter has been pressed.

Sony will incorporate new image-finding technologies into its cameras and software as well. Some of the cameras will be able to identify images captured with the smile shutter feature, and group those images under "smile" for easier identification.

The cameras range in price from \$150 to \$400, and will be demonstrated at Photo Marketing Association (PMA) 2008, which begins January 31 in Las Vegas.

Citation: Sony Cameras Wait for Baby to Smile (2008, January 25) retrieved 20 April 2024 from <https://phys.org/news/2008-01-sony-cameras-baby.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.