

<http://www.pocket-lint.com/news/11868/sony-cyber-shot-s730-digital-camera>

Sony Cyber-shot S730 launches

7-megapixel snapper

by Amy-Mae Elliott published on 27 December 2007

Sony has announced the Cyber-shot S730, a 7.2-megapixel camera that they describe as entry-level, light, compact and "beautifully easy to use".

An affordable offering, although exact UK pricing has not been revealed, the Cyber-shot S730 has a 3x optical zoom lens, a "High Sensitivity" mode that can shoot up to ISO 1250 and a 2.4-inch screen.

A new multi-point autofocus mode claims to ensure pin-sharp images, even when your subject is moving or isn't in the centre of the frame.

Those entry-level qualifications come in via a "handy" display of functions like flash, macro and self-timer settings, as well as on-screen advice to help you select the right settings for your chosen subject.

Those new to digital photography will appreciate the feature for beginners that picks the optimum image size for shooting, depending on your preferred printing paper size and the amount of memory space remaining.

The Cyber-shot S730 will be available throughout Europe from mid-January 2008.

