Key Features

- Cyber-shot® 3.2 megapixel camera
- Autofocus
- Xenon Flash
- Image and Video Stabilizer
- BestPic™ Technology
- PictBridge™
- Memory Stick Micro™ (M2™) Support
- Bluetooth® Technology

I ⬤ great shots

The new Sony Ericsson K790 Cyber-shot® phone – seeing is believing

Sony Ericsson

Cyber-shot

Sony Ericsson has teamed up with Cyber-shot®, one of the most elite names in digital photography. The K790 represents the next generation of camera phones. It has all the intuitive features and easy navigation you've come to expect from a Sony Ericsson phone. But as a camera, it provides a stunning 3.2 megapixels with autofocus, built-in Xenon flash and BestPic™ technology. All these remarkable features mean you only need one digital camera – the one on your phone.

The Sony Ericsson K790 brings camera quality to a mobile phone so you never miss a shot

Digital camera quality on your phone
Images you shoot with the K790 produce enough quality to print out at 8 x 10 size and then frame, or use as high-quality backgrounds on your PC. The 3.2 megapixels provides high resolution, and the autofocus lets you capture clarity without thinking.

Capture people in their best light
Don't miss out on photo opportunities at night or in poor light. The K790 has a true Xenon flash just like a real camera. Combined with red eye reduction, your photos can come out looking great, even in the dark.

Find your best shot
With BestPic™ technology, the K790 starts snapping as your finger touches the button, and by the time you fully press, it's already taken four shots. Then it takes another four afterwards giving you a total of nine shots to choose from. Select the ones you like and throw the rest away.

Printing your photos with ease
For printing, you can simply connect the phone directly to a PictBridge™-compliant printer via the included USB cable or connect wirelessly using Bluetooth® technology.

Features Overview

- 3.2 megapixel camera with autofocus
- Xenon flash
- Image Stabilizer
- BestPic™
- Mobile blogging
- HTML browser with RSS feeds

- PictBridge™
- PhotoDJ™
- VideoDJ™
- EDGE technology
- Music player

Key Functions Parts of the Phone

1 3.2 megapixel camera lens with autofocus

2 Camera Active lens cover
Open the cover, camera functionality starts automatically

3 Camera key
Press and hold to shoot photos

4 Photo keys
Top Key – selects scenes (Twilight, Landscape, Portrait etc.)
Bottom Key – Shoot mode (BestPic™, Panoramic etc.)

5 Xenon flash

6 PictBridge™
Transfer images from the phone via USB cable directly to a printer, without a computer or photo editing software

7 Navigation key
Press up, down, left or right to navigate the menus. Press the center to select highlighted item

8 Adaptive Softkeys
Softkeys change for each menu

9 Back key
Press to go back one step in menu. Press and hold to return to the main screen

10 Volume keys
Press up/down to raise or lower the volume, mute the ringer on incoming calls or activate Voice Dial, also in camera mode acts as the zoom function

11 Media player
Press pause/play to control music listening

12 * key
In text mode, press and hold to turn T9 on and off, tap to switch upper and lower case text

13 # key
From standby, press and hold for Silent Mode. For text entries, press to add a space

14 Memory Stick slot
Accepts any Memory Stick Micro™ (M2™)

15 Power key
Press and hold to turn phone on/off. In standby, tap to access quick shortcuts & Profiles menu

Selling Tips

Cyber-shot™ Camera Quality

Have a few pictures shot with K790 made into 8 x 10 prints. Have the prints on hand in your store to show your customers the resolution capability of K790. To preserve your showroom 8 x 10's, you might want to laminate them. After explaining autofocus, put the K790 in your customer's hand and let them try it for themselves.

BestPic™

BestPic™

Pick the best, delete the rest.

Ask your customer if they have children or pets. People especially love talking about their children. It's a natural lead-in to talking about the BestPic™ feature.

Xenon Flash

Light your way!

Hold up another camera phone and turn on the camera light. Then hold the K790 up and take a photo using the flash. Though your store may be too brightly lit to show a difference in the picture, your customer will still be able to see the different quality of light coming from the two products.

without flash in poor light

with Xenon flash in poor light

Image Stabilizer

Stay focused while on the move!

Switch the camera to video mode and zoom in on a far away object through the store window. Show customers the phone screen and demonstrate how stable the image is compared to a typical camera phone. Also be sure to mention that image stabilization feature works in the regular camera mode, and might be good for taking photos while moving, or in a car.

PictBridge™

Pictures worth saving are pictures worth printing.

Ask your customer how they usually print photos. Chances are that their current method, whether done from PC, photo lab, or online service, is more complicated than PictBridge™ with K790. Perhaps your store will want to invest in an inexpensive PictBridge™-capable photo printer. After all, a picture is worth a thousand words.

How to use Autofocus

Frame your subject and press and hold the camera key half-way down. You will see the white framing square appear in the center of the screen. When the square changes color to green, press the camera key all the way down and take the shot.

You can set autofocus for different focus ranges. In camera mode, select Settings>Autofocus>select **Auto**, **Macro**, or **Infinite**.

How to activate BestPic™

In camera mode select **Settings>Shoot Mode>BestPic™** or press the shoot mode key.

How to use the Xenon Flash

In camera mode select **Settings>Flash** and select >**Auto** or **Red Eye reduction**.

How to use PictBridge™

Connect K790 with USB cable to the printer. USB Connection appears on K790 screen, select the Print option. You will see a message indicating that PictBridge™ is ready for you to select the picture you want to print.

K790 Menu Map

The K790's menu system is controlled by the **NAVIGATION KEY**, **BACK KEY** and **SOFTKEYS**. The main menus are shown as icons on a desktop. To navigate to the icon desktop, press the **NAVIGATION KEY** to enter the main menu. Pressing the Navigation Key allows you to move down, left, and right through the icons, tabbed menus, and submenus. Press down on the **NAVIGATION KEY** to select highlighted items.

Tap the **BACK KEY** to go back one level in the menus. Press and hold the **BACK KEY** from any level of the menu to return to the standby screen.

The **SOFTKEY** functions vary by menu and are displayed as text labels on the bottom of the display. To use the **SOFTKEY** functions, press the left or right key that is under the text label on the screen. The **NAVIGATION KEY** can also function as **SELECT**.

File Manager
Items such as pictures, videos, sounds, themes, and games are saved as files in folders similar to those found on computers. All files that the phone cannot recognize are saved in the "Other" folder.

Pictures
Sounds
Videos
Themes
Games
Applications
Others

Media Player
The Media Player converts the phone into a portable audio and video player.

Messages
Write New
Inbox
Email
RSS Reader
Drafts
Outbox
Sent Messages
Saved Messages
Settings

Connect
Bluetooth
IR
USB
Synchronization
Device Management
Mobile Networks
Data Comm
Internet Settings
Streaming Settings
Accessories

Sounds & Alerts
Ring Volume
Ringtone
Silent Mode
Increasing Ring
Vibrating Ring
Message Alert
Key Sound

Display
Wallpaper
Themes
Startup Screen
Screen Saver
Clock Size
Brightness
Sleep Mode Clock

Settings General
Profiles
Time & Date
Language
Voice Control
Phone Status
Shortcuts
Master Reset
Update Service
New Events
Flight Mode
Security
Setup Wizard

Calls
Forward Calls
Manage Calls
Time & Cost
Show or Hide Number
Handsfree

Organizer
Calendar
Tasks
Notes
Alarms
Timer
Stopwatch
Calculator
Code Memo
Applications
Synchronization

Contacts
Options
Speed Dial
My Business Card
Groups
SIM Numbers
Special Numbers
Advanced
New Contact

Entertainment
Games
MusicDJ
Record Sound
VideoDJ
PhotoDJ
Remote Control
Demo Tour

Internet Services
Contains Internet shortcuts and bookmarks. Also shows direct links to the Internet services predetermined by your vservice provider.

Accessories

Get the most out of your K790 with these Sony Ericsson accessories.

Memory Stick Micro™ (M2™)
This tiny, upgradeable memory stick is just a fraction of the size of most other memory sticks available. It comes in three different capacities to easily store all your favorite pictures, music and video clips on your phone. Choose between 256MB, 512MB or even 1GB.

Bluetooth® Stereo Headset HBH-DS970
Turn your mobile phone into a true music player by wirelessly playing tunes through your cordless Bluetooth® Stereo Headset HBH-DS970. Not only will your music be streamed in superb quality sound to your headphones, but when a call comes in, after a quick glance at the display hanging around your neck, the music mutes and you can use the buttons on the earpiece to take or reject the call.

Bluetooth® Car Handsfree HCB-100
With a Bluetooth® Car Speakerphone HCB-100 you can keep your eyes on the road ahead and still take, make and reject calls. Extremely safe and straightforward to use at the wheel, the HCB-100 will last the distance for the most arduous journeys. Up to 20 hours talk time with a standby time of up to 25 days is high performance defined.

Bluetooth® Car Handsfree HCB-700
The HCB-700 makes handling calls truly handsfree! Just turn the ignition key and you're instantly connected to your phone, completely hands-free. The HCB-700 features voice-digit dialing and a display mounted at eye-level revealing your incoming calls. Staying handsfree while driving has never been easier.

Technical Specifications

System	Triple band GSM/GPRS 850/1800/1900 and EDGE
Memory	Internal: Up to 64MB, External: Removable Memory Stick Micro™ (M2™)
Length	4.1 inches (105 mm)
Width	1.8 inches (47 mm)
Thickness	0.9 inches (22 mm)
Weight	4.1 oz
Screen	240 x 320 pixels, 2 inches
Color	Velvet Black
Talk Time	Up to 7 hours
Standby Time	Up to 350 hours
Supported Media File Formats	MP3, MPEG4, M4A, 3GP, WAV
*Kit Contents	Stereo Portable Handsfree, USB Cable, PC tools and software
	and Adobe Photoshop Album SE 3.0

*Kit contents may vary by service provider

Sony Ericsson

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