Casio Releases New EXILIM Compact Digital Camera with More Advanced Shooting Functions Employing High-Speed Technologies

Featuring Background Blur Function and Super-Wide-Angle Photos Equivalent to 17 mm
Enjoy Ease of Use with Start-Up Time of 0.99 Seconds and
Time between Photos as Short as 0.29 Seconds

TOKYO, October 05, 2011 — Casio Computer Co., Ltd., today announced the release of the EX-ZR15, the latest addition to the EXILIM lineup of digital cameras. This new model is equipped with an array of shooting functions that set it apart from conventional compact digital cameras, including super-wide-angle shooting and a background blur function that makes the most of Casio's original high-speed technologies.

In 2010, Casio released the EX-ZR10—the predecessor to the new EX-ZR15. It was powered by the EXILIM ENGINE HS, a high-performance engine that combines high-speed shooting and high-speed image processing. This high-speed camera not only made basic operations virtually carefree, but also featured Casio's High-Dynamic Range (HDR) technology, which processes photographs to appear just as a scene looks to the eye, even in difficult backlit scenes. The EX-ZR10 also included Casio's HDR-ART function, which creates dramatic artistic photographs with a single press of the shutter. With these powerful functions, the EX-ZR10 gained popularity as a compact digital camera that allows users to take beautiful, fun photos with ease.

Further leveraging Casio's high-speed technologies, the new EX-ZR15 compact digital camera significantly improves on the operability and functionality of the EX-ZR10. The new model boasts a start-up time of 0.99 seconds, 0.13-second high-speed auto focus, and time between photos as short as 0.29 seconds. The EX-ZR15 allows users to experience the pleasure of continuous shooting so no important moments are missed, even when using shooting modes that apply complex image processing needed for difficult scenarios, such as the HDR and HS night scene modes.

While the EX-ZR15 is a very compact digital camera, it is loaded with an array of powerful functions that make picture-taking even more fun, including a background blur effect that accentuates the subject and softens the background, and the new Wide Shot function that lets users create impressive super-wide-angle shots by panning the camera (equivalent to 17-mm wide-angle when converted to 35mm film format). Furthermore, the EX-ZR15 is equipped with a more advanced HDR-ART function that can create artistic images. The improved function now enables users to produce dramatic movies from everyday scenes.

Main Features of the EX-ZR15

EXILIM ENGINE HS with high-speed shooting and high-speed image processing
The EX-ZR15 incorporates the EXILIM ENGINE HS for high-speed shooting and high-speed processing. In addition to a multiple CPU and dual image processing circuits, the camera is equipped with a reconfigurable processor that delivers functional and performance flexibility plus high-speed processing based on Casio's latest technologies. With the engine, the EX-ZR15 is fast from the time the power is turned on until the unit is turned off, with 0.99-second start-up time, 0.13-second high-speed auto focus, 0.29-second minimum time between photos, and approximately 1.8-second shutdown time, making picture-taking virtually carefree. The EXILIM ENGINE HS also achieves functions that were simply impossible before, such as HDR-ART, which creates artistic photographs, and enables simultaneous movie and continuous still image shooting.

HDR technology faithfully reproduces images as they really appear
With Casio's HDR technology, each press of the shutter button actually takes several shots at different exposures and instantly combines them into a single image with a wide dynamic range. This minimizes washed out or overly dark areas, creating a photograph that captures all the rich tonal gradation of the scene just as it appears in real life. The HDR technology also reduces the blur caused by a subject's movements during continuous shooting, leaving only beautifully crisp, clear photographs.

HDR-ART function for creating artistic photographs is now available for shooting movies
The EX-ZR15 features Casio's HDR-ART function for enabling anyone to create truly artistic photographs[*] at the press of the shutter button, unlike anything possible with conventional cameras before. The function works by combining continuous shots with differing exposures and performing highly precise image analysis to locally change levels of contrast and color saturation. Users can select from three different processing levels of art effects. The HDR-ART function can also be applied to movies shot by the user, allowing them to produce dramatic movies from everyday scenes.

Background blur function lets users take impressive photographs like a single-lens reflex camera
Casio has employed its high-speed burst shooting technologies to create an original technique for processing the background scene of a shot like the soft blur effect attainable using a single-lens reflex camera, thereby accentuating the subject of the photo.

Scenes come alive in their full expansiveness with the Wide Shot function
The EX-ZR15 combines continuous shots taken with high-speed burst shooting when the user is moving the camera, enabling powerful super-wide-angle shots. Users can choose wide-angle shooting modes equivalent to 17 mm or 21 mm.

Casio's Multi Frame SR Zoom maintains refined image quality to a maximum zoom of 14x

The wide-angle 28 mm, 7.0x optical zoom lens offers zoom performance equivalent to a maximum of 14x optical zoom with Casio's Multi Frame SR Zoom, which actually combines a number of still images to maintain the image quality needed for high-resolution photography.

Slide Panorama captures 360-degree panoramic images

The EX-ZR15's high-speed burst shooting and automatic composite image functions allow users to create natural-looking panoramic images just by panning the camera across a scene.

Users can enjoy producing high-resolution Full HD movies

The EX-ZR15 enables beautiful high-resolution Full HD movies. Even while shooting a movie, users can take still 16-megapixel high-resolution images with high-speed burst shooting using the Still In Movie function, and can also use the optical zoom and continuous auto focus.

Premium Auto function produces beautiful photos with just a press of the shutter button

Premium Auto enables the camera to automatically analyze the scene being photographed — including distinguishing night scenes, back lighting, a blue sky, green trees or a sunset — as well as sensing any human faces in the frame, the movement and position of the subject, and whether a tripod is being used. It simultaneously optimizes settings for exposure, ISO sensitivity, focus location, photo blur correction, tonal range and color balance, and level of noise reduction. Images are analyzed pixel by pixel to apply different correction to people and backgrounds. Premium Auto delivers an advanced level of full auto photography, ensuring high quality photos with just a press of the shutter button.

EX-ZR15 Specifications

			EX-ZR15
Number of Effective Pixels			16.1 megapixels (/million)
Image Sensor			1/2.3-inch high-speed CMOS
	Total Pixels		16.79 megapixels (/million)
File Format	Still Images		JPEG (Exif Ver.2.3, DCF 2.0, DPOF)
	Movies		MOV format, H.264/AVC, IMA-ADPCM (stereo)
Built-in Flash Memory (Image Area)[1]			52.2MB
Recording Media			SD Memory Card[2], SDHC Memory Card , SDXC Memory Card compatible
Number of Recorded Pixels	Still Images		16M (4608 x 3456), 3:2 (4608 x 3072), 16:9 (4608 x 2592), 10M (3648 x 2736), 5M (2560 x 1920), 3M (2048 x 1536), VGA (640 x 480)
	Movies		FHD:1920x1080 (30fps) / HD[3]:1280x720 (15fps) / STD: 640x480 (30fps) / HS 480 : 224x160 (480fps) / HS 240 : 512x384(240fps) / HS 120 : 640x480 (120fps) / HS 30-240 : 512x384 (30 to 240fps) / HS 30-120 : 640x480 (30 to 120fps)
Recording Capacity (Maximum Image Size Setting)	Still Images (JPEG)	SD Memory Card 16GB[2]	Normal: Approx. 1654 shots
			Fine: Approx. 1072 shots
	Movies	Recording Time	Maximum recording time per file: 29minutes[4]
		SD Memory Card 16GB[2]	Approx. 35 minutes 59 sec. (FHD)
Continuous Shooting Speed			30 frames per second / 15 frames per second / 10 frames per second / 5 frames per second / 3 frames per second (Image is fixed at 16M pixels)
Lens	Construction		8 lenses in 7 groups, including aspherical lens
	F-number		F3.0 (W) to F5.9 (T)
	Focal Length		f= 5 to 35.0mm
		35mm Film Equivalent	Approx. 28 to 196mm
Zoom Ratio			7 x optical zoom, 10.5x Single SR Zoom, 14.0x Multi SR Zoom, 4x digital zoom, 111.6x maximum digital zoom (in conbination with HD zoom, VGA size)
Focusing	Focus Type		Contrast Detection Auto Focus
	Focus Modes		Auto Focus, Macro, Infinity, Manual Focus
	AF Area		Intelligent, Spot, Multi, Tracking
	AF assist lamp		Yes
Focus Range[5] (From Lens Surface)	Auto Focus		Approx. 2cm to infinity (W)
	Macro		Approx. 2cm to 50cm (W)
	Infinity		Infinity(W)
	Manual Focus		Approx. 2cm to infinity (W)
Exposure	Exposure Metering		Multi pattern, Center Weighted, Spot by imaging element
	Exposure Control		Program AE
	Exposure Compensation		-2EV to +2EV (in 1/3EV steps)
Shutter			CMOS electronic shutter and mechanical shutter
	Shutter Speed[6]	Auto	1 to 1/2000 second
		Premium Auto	4 to 1/2000 second
Aperture[7]			F3.0 (W) to F8.8 (W) [8]
White Balance			Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB
Sensitivity (SOS)[9]	Still Images		Auto, ISO80, ISO100, ISO200, ISO400, ISO800, ISO1600, ISO3200
	Movies		Auto
Self-Timer			10 seconds, 2 seconds, Triple Self-timer
Built-in Flash	Flash Modes		Auto, Flash off, Flash on, Red eye reduction
	Flash Range[10] (ISO Sensitivity : Auto)		Normal : Approx. 0.4 to 5.2m (W), approx. 0.6 to 2.6m (T)
	Flash Lighting Adjustment		+2,+1,0,-1,-2
	Flash Charge Time		Approximately 5 seconds

		EX-ZR15
Recording Functions		Snapshot (Auto mode/ Premium Auto mode), Snapshot by Super resolution technology, High Speed Continuous shooting, Prerecord(still image), Marco, Self-timer, BEST SHOT, Face Detection, High Speed Movie(with sound only when 30fps of HS30-120 and HS30-240), FHD Movie, STD Movie, HDR-art Moive, Prerecord(movie), YouTube™ Capture Mode, CMOS shift stabilization, Wind noise cut, Blurred Background, HDR, HDR-art, Slide Panorama, Wide Shot, Best Selection
Playback Functions		Playback Zoom, Multi-image Screen, Start-up Images, Protect, Date & time Edit, Rotate, Re-size, Trimming, Copy, BGM Slideshow, Brightness, White Balance, MOTION PRINT, Movie Editing, Continuous Shooting Multi Print, Continuous Shooting Frame Edit(DPOF Printing, Protect, Copy, Delete), Divide Group （Dividing Up a Continuous Shutter Group）, DYNAMIC PHOTO
Other Functions		PictBridge, Video Output(NTSC/PAL), Auto Rotate, Create Folder, USB charge
Monitor Screen		3.0-inch TFT color LCD, 460,800 dots (960 x 480)
Timekeeping Functions	Date and Time	Recorded with image data
	With Time Stamp Function	Yes
	Auto Calendar	To 2049
	World Time	162 cities in 32 time zones, City name, date, time, daylight saving time
External connection terminal		USB port (Hi-Speed USB compliance, USB charging) / AV output terminal(NTSC/PAL), HDMI™ *11 output(Mini)*12
Microphone		Stereo
Speaker		Monaural
Power Requirements		Rechargeable lithium ion battery (NP-110) x 1
Battery Life	Number of Shots (CIPA Standards)	Approx. 325 shots
	Continuous Playback (Still Images)	Approx. 3 hours 50 minutes
	Continuous Movie Recording Time(FHD movie)	Approx. 1 hours 30 minutes
Dimensions	W × H × D （CIPA Standards）	101.9 (W) x 58.7 (H) x 27.4 (D) mm (excluding projections ; 22.6mm at thinnest point)
Weight (CIPA Standards)		Approximately 176g (Including Battery and Memory Card*2)· Approximately 149g (Excluding Battery and Memory Card)
Bundled Accessories		Rechargeable Lithium Ion Battery (NP-110), USB-AC Adaptor (AD-C53U), AC Power Cord, USB cable,

1	Built-in memory capacity after formatting.
2	When using SanDisk Corporation 16GB SDHC Memory Card.
3	HD movie is only for HDR-Art mode.
4	Within limits of memory and battery life.
5	Using optical zoom causes the focus range to change.
6	Depending on user's setting of Camera.
7	Using optical zoom causes the aperture to change.
8	ND filter is being used.
9	SOS: Standard Output Sensitivity.
10	Range is affected by optical zoom.
11	HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.
12	1080/50i output is not supported for PAL output using an HDMI™.

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