For Immediate Release

Casio Releases Freestyle Digital Camera

Superb for Creating Portraits of Friends and Family

*Rotating Monitor and Frame for Totally Flexible Shooting Style,
Make-up Mode Ensures Every Face Looks Great*

TOKYO, April 16 — Casio Computer Co., Ltd., announced today the release of the EX-TR150, that latest addition to the EXILIM® family of digital cameras. The innovative EX-TR150 with rotating monitor and frame comes with Casio's Make-up mode to ensure that every face in every photo looks beautiful.

Last year, Casio released the EX-TR100, a freestyle camera that offered a variety of ways to take photographs and movies with a variable frame design comprising a frame that rotates 360 degrees around the lens and a monitor that rotates 270 degrees. Representing an all-new shooting style for digital cameras, the EX-TR100 offered users a wide range of enjoyable options for capturing images.

The new EX-TR150 inherits the same variable frame design for a totally flexible shooting style, allowing users to capture scenes of friends and family with the 21-millimeter wide-angle lens, to take self-portraits from high angles and shots of pets from low angles, and to shoot freehand by hanging the frame on a hook. The EX-TR150 features Casio's original Make-up mode that employs face recognition and twelve levels of skin beauty enhancement to make people's faces look stunning, and a fun Decoration function that allows users to clip elements from any photo and paste them into another photo using an easy stylus tool that comes with the camera. All of these features make Casio's second freestyle camera fun to take photographs with and even more exciting to process the photos afterwards.

Make-up Mode brings out the true beauty of every face

In addition to face recognition and automatic focus and exposure adjustment, Make-up mode applies effects to smooth skin and soften facial shadows caused by bright light, creating beautiful photographs of people's faces. The user selects from one of twelve levels of skin beauty enhancement using different strengths of image processing.

Decoration Function offers new fun way to create artsy images by processing previously taken photos

Using the stylus provided, the user can easily clip out parts of any image on the camera just by tracing around the desired part. Simply paste the clipped part into another photo to make an original piece of combined photographic art.

In addition to these great new features, the EX-TR150 is powered by Casio's high-performance EXILIM ENGINE HS and comes with a highly sensitive, 12.1-megapixel, back-illuminated CMOS sensor. The camera is packed with many other cutting-edge Casio functions including the advanced, fully automatic Premium Auto function for taking beautiful photos with just a press of the shutter button and Slide Panorama for taking panoramic images. The EX-TR150 comes in white, as well as pink and red for a bright, cheerful look.

Main Features of the EX-TR150

<u>A slim and stylish camera body with a variable frame design</u>
The EX-TR150 features a slim and stylish camera body only 14.9 millimeters thick and a variable frame design comprising a frame that rotates 360 degrees around the lens and a monitor that rotates through 270 degrees. With this design, users can carry around the camera any time and take pictures in any way they like, while holding the camera at any angle.

<u>A freestyle camera for totally flexible photography</u>
- Features a 3.0-inch, high-performance, Super Clear LCD with touch panel (3:2, 460k dots)
- The EX-TR150's rotational monitor and touch shutter, which focuses on the point selected by touching the panel, along with the wide-angle 21 mm single-focus lens, make it easy for users to take photos of themselves while holding the camera in their hand.
- The EX-TR150 includes a Countdown Timer that is intuitive to operate using the touch panel. The camera employs a Motion Shutter that takes a photo whenever movement of the subject is sensed, enabling users to take pictures of themselves after placing the camera anywhere, including hanging it from a wall or setting it on a table.
- When taking movies, by opening the frame, users can shoot from a stable grip position or capture fun scenes at the eye level of children or pets.

<u>Make-up Mode takes beautiful pictures of faces, enhanced with a selection of twelve levels of skin beauty</u>
In addition to face recognition and automatic focus and exposure adjustment, Make-up Mode applies effects to smooth skin and soften facial shadows caused by bright light, creating beautiful photographs of people's faces. The user selects from one of twelve levels of skin beauty enhancement using different strengths of image processing, and can shoot after checking the monitor to see in advance how the photo will come out. In the Premium Auto, Motion Shutter and other shooting modes, the Make-up icon is displayed on the screen so that users can call up the Make-up settings easily.

<u>Decoration Function offers new fun way to create artsy images by processing previously taken photos</u>
Using the stylus provided, the user can easily clip out parts of any image on the camera just by tracing around the desired part. The selection can also be easily reversed to clip the area outside the original selection, instead. Simply paste the clipped part into another photo to make an original piece of combined photographic art.

<u>HDR technology faithfully reproduces images as they really appear</u>
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 over exposed or under exposed areas in the image, creating a photo that captures all the rich tonal gradation of the scene just as it appears in real life.

<u>HDR-ART creates artistic photos</u>
The EX-TR150 features Casio's HDR-ART function to create artistic photos, 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.

Equipped with Casio's high-performance EXILIM ENGINE HS

The EX-TR150 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, which achieves functions that were simply impossible before, such as Premium Auto, HDR and HDR-ART.

EXILIM ENGINE HS enables a powerful photography functions

The EX-TR150 comes loaded with a variety of powerful photography functions. For example, Casio's advanced Premium Auto function automatically produces beautiful photos with just a press of the shutter button, and the Slide Panorama function can capture 360-degree panoramic images. The Full HD Movie function records beautiful movies at a size of 1,920 x 1,080 pixels, and high-speed movies can be recorded at 240fps, capturing motion ordinarily too fast for the eye to see.

Equipped with a 12.1-megapixel, back-illuminated CMOS sensor and wide-angle 21mm single-focus lens

The EX-TR150's 12.1-megapixel, back-illuminated CMOS sensor realizes low-noise, high-quality photography even in dimly lit settings, and its wide-angle 21mm single-focus lens achieves high image quality with practically no distortion. The EX-TR150 also features Casio's Multi Frame SR Zoom technology that combines many still images to produce sharp and clear photos. Image quality can be maintained up to two times the range of the optical zoom.

EX-TR150 Specifications

Number of Effective Pixels			12.1 megapixels (/million)
Image Sensor			1/2.3-inch high-speed CMOS (back-illuminated type)
	Total Pixels		12.75 megapixels (/million)
File Format	Still Images		JPEG (Exif Ver2.3), DCF2.0
	Movies		MOV format, H.264/AVC, IMA-ADPCM (monaural)
Built-in Flash Memory (Image Area)[*1]			34.9MB
Recording Media			SD Memory Card, SDHC Memory Card, SDXC Memory Card compatible
Number of Recorded Pixels	Still Images		12M (4000x3000), 3:2 (4000x2656), 10M (3648 x 2736) 5M (2560x1920), VGA (640x480)
	Movies		FHD: 1920 x1080 (30 fps), HD: 1280x720 (30 fps) HS : 432x320 (240 fps)
Recording Capacity	Still Images	SD Memory Card 16GB[*2]	Normal: Approx. 2286 shots
	Movies	Recording Time	Maximum recording time per file: 29 minutes[*3]
		SD Memory Card 16GB[*2]	Approx. 36 minutes 23 sec. (FHD)[*4]
Lens	Construction		5 lenses in 5 groups, including aspherical lens
	F-number		F2.8
	Focal Length		f=3.8mm
		35mm-Film Equivalent	Approx. 21mm
Zoom Ratio			1.5X Single Frame SR Zoom, 2.0X Multi Frame SR Zoom (10M), 4X digital zoom, 15.9X maximum digital zoom (in combination with HD Zoom, VGA size)
Focus	Focus Type		Contrast Detection Auto Focus
	Focus Mode		Auto Focus, Macro, Pan Focus, Infinity Mode
	AF Area		Spot (Intelligent in Premium Auto)
Focus Range (From Lens Surface)	Auto Focus		Approx. 8 cm ~ Infinity
	Macro		Approx. 8 cm ~ 50 cm
	Infinity Mode		Infinity
Exposure Control	Exposure Metering		Multi pattern by CMOS
	Exposure Control		Program AE
	Exposure Compensation		-2EV to +2EV (in 1/3EV steps)
Shutter			CMOS electronic shutter
	Shutter Speed[*5]	Auto	1/10 to 1/16000 second
		Premium Auto	1 to 1/16000 second
Aperture			F2.8
White Balance			Auto WB, Daylight, Overcast, Shade, Day White Fluorescent, Daylight Fluorescent, Tungsten, Manual WB
ISO Sensitivity (SOS[*6])	Still Images		Auto/100/200/400/800/1600/3200
	Movies		Auto
Recording Functions			Snapshot (Auto mode/ Premium Auto mode), Snapshot by Super Resolution Technology, Macro, Self-timer, BEST SHOT, Face Detection, Movie (FHD Movie, HD Movie), High Speed Movie (HS240), HDR, HDR-art, Make-up, Motion Shutter, Slide Panorama, Best Selection
Playback Functions			Playback Zoom, Multi-image Screen, BGM Slideshow, Movie Editing, Cut Out Subject, Paste Subject, Protect, Rotate, Resize, Trimming
Other Functions			Eye-Fi Wireless Card compatible, HDMI Output, USB Charging
Self-Timer			10 seconds, 2 seconds, 2 ~ 10 seconds
Built-in Flash			None
Monitor			3.0-inch TFT color LCD (Super Clear LCD), 460,800 dots (960 x 480), touch screen
Timekeeping Function	Date and Time		Recorded with image data
	On-image Time Stamp Function		Yes
	Auto Calendar		To 2049
	World Time		162 cities in 32 time zones, city name, date, time, summer time
External Connection Terminal			USB port (Hi-Speed USB compatible), HDMI[TM*7] output (Micro/Type D)[*8]
Microphone			Monaural
Speaker			Monaural
Power Requirement			Rechargeable lithium ion battery (internal)
Battery Life	Number of Shots (CIPA Standards)		Approx. 220 shots
	Continuous Playback (Still Images)		Approx. 2 hours 10 minutes
	Continuous Movie Recording Time (FHD movie)		Approx. 1 hours 10 minutes
Dimensions	W × H × D (CIPA Standards)		122.8 x 59.0 x 14.9 mm
Weight (CIPA Standards)			Approx. 157 g (Including Memory Card[*2]) / Approx. 155 g (Excluding Memory Card)
Bundled Accessories			USB-AC Adapter, AC power cord ,USB Cable, Stylus, Strap, Basic Reference

1	Built-in memory capacity after formatting.	2	When using SanDisk Corporation 16GB SDHC Memory Card.
3	Within limits of memory and battery life.	4	Maximum recording time per file.
5	Depending on user settings of camera.	6	SOS: Standard Output Sensitivity.
7	HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.		
8	1080/50i output is not supported for PAL output using an HDMI™.		

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