

PRESS INFORMATION

CASIO presents stylish EXILIM digital cameras for every situation

Two new models with 14.1 megapixel resolution, 5x optical zoom lens and a 26 mm wide-angle lens.

Norderstedt, 6 January 2011 - With the EXILIM EX-ZS10 and the EXILIM EX-ZS5, CASIO Europe GmbH and its parent company, CASIO Computer Co., Ltd., now expand the EXILIM family with two new models featuring compact and elegant styling and an impressive effective resolution of 14.1 megapixels. Both cameras feature a 5x optical zoom lens with a 26 mm wide-angle lens (35 mm equivalent). This combination offers users much more creative freedom and greater choice of subjects - from group photos shot at short distances to close up shots of distant objects.

The EXILIM EX-ZS10 - extremely slim body and HD-Video capability

With a depth of only 16.5 mm at its thinnest point and not much larger than a credit card, the EXILIM EX-ZS10 is a particularly slim and compact camera. Its elegant looks make it a real eyecatcher and it fits perfectly into almost any pocket. What's more, the technical features of the EXILIM EX-ZS10 are very impressive, too. Thanks to its HD-Video capability, it can also record high-resolution videos with fantastic detail at a resolution of 1280 x 720 pixels. The EX-ZS10 is available in 5 colours: silver, black, pink, red and blue.

The EXILIM EX-ZS5 - stylish and extremely user-friendly entry-level model

The EX-ZS5 is an ideal camera and a quick and easy way to introduce newcomers to the fun of photography. The compact EXILIM EX-ZS5 features a large, 6.86 cm (2.7") TFT-colour display that provides a clear and sharp viewing option for still pictures and videos immediately after shooting. At the same time, its clearly laid out menu navigation and simple button functions, with separate buttons for video recording, replay and deletion, make it quick and easy to find the essential functions for making perfect pictures. The EX-ZS5 is available in silver, black, pink and orange.

EXILIM is a registered trademark of CASIO COMPUTER CO. LTD. Other company or product names are registered trademarks of the respective companies

Subject to technical changes and errors.

If you have any questions or require further information, please contact:

PRINT

Communications Consultants

Sebastian von Sobbe

Gänsemarkt 35

20354 Hamburg

Tel.: +49 (0)40 22933-264

Fax: +49 (0)40 22933-242

E-mail: presse-exilim@printcc.de

Further information at <http://de.exilim.eu>, <http://life.exilim.eu> or www.casio-europe.com.

CASIO in general

CASIO is one of the leading international manufacturers of consumer electronics. Since its foundation in 1957, the company has dedicated itself to the development of products distinguished by the latest technologies and an innovative design concept in line with its fundamental principles of 'creativity and contribution'. Today, the broad spectrum of CASIO products ranges from watches, digital cameras, projectors, mobile phones, electronic dictionaries, calculators, musical instruments and systems equipment to electronic components such as LC displays. CASIO Computer Co., Ltd. currently employs over 12,000 employees worldwide. The company delivers over 100 million products every year and generated a turnover of 518 billion Yen (approx. 5.4 billion US Dollars) in the fiscal year April 2008 to March 2009 alone. For the latest CASIO news and product information, please visit www.casio-europe.com.