

PRESS INFORMATION

CASIO presents a stylish EXILIM digital camera for every situation

The EXILIM EX-ZS10 features impressive 14.1 megapixel resolution and HD-Video capability

Norderstedt, 6 January 2011 - With the EXILIM EX-ZS10, CASIO Europe GmbH and its parent company, CASIO Computer Co., Ltd., now expand the EXILIM family with a new model featuring an impressive effective resolution of 14.1 megapixels in a compact and elegantly styled camera. 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 combination of a 5x optical zoom with a 26 mm wide-angle lens (35-mm equivalent) and sensor-shift image stabilization offers users much more creative freedom and a greater choice of subjects - from group photos shot at short distances to close up shots of distant objects. With a depth of only 16.5 mm at its thinnest point and not much larger than a credit card, the EX-ZS10 is particularly slim and fits perfectly into almost any pocket. Its elegant looks make it a real eyecatcher, too.

At the same time, the EXILIM EX-ZS10 is an ideal camera and a quick and easy way to introduce newcomers to the fun of photography. 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. Its large, 6.86 cm (2.7") TFT-colour display rounds off the compelling design of the camera and provides a clear and sharp viewing option for both still pictures and videos.

The EXILIM EX-ZS10 will be available in a choice of silver, black, pink, red and blue.

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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.