

For Immediate Release

Casio Releases Travel-Friendly Camera that Can Take 1,000 Photos* on a Single Battery Charge

Compact Camera with a Wide-Angle 24 mm, 12.5x Optical Zoom Lens

TOKYO, January 6, 2011—Casio Computer Co., Ltd., today announced the release of the new EXILIM EX-H30. This compact digital camera boasts long battery life perfect for travel. It enables users to enjoy taking plenty of pictures from wide-angle to telephoto shots, without worrying about depleting the battery.

*1. In accordance with Camera & Imaging Products Association (CIPA) standards.

Casio has made the most of its original energy-saving technologies and high-density mounting expertise to develop several digital cameras that are optimal for travel. They are compact and easy to carry, but still boast long battery life plus the versatile, wide-angle, high-power optical zoom lens that travelers need. Casio's current lineup of travel-friendly cameras includes a model with a built-in Hybrid-GPS system, an affordable entry-level model, and now, the new model with long battery life that can take up to 1,000 pictures on a single charge.

The new EX-H30 is the traveler-friendly camera that can take 1,000 photos on a single charge of the battery. The slim, compact body measures just 24.2 mm in thickness and is convenient to carry. It also features a 16.1-megapixel CCD, a wide-angle 24 mm, 12.5x optical zoom lens, a 3.0-inch high-resolution 460K Super Clear LCD, and Casio's CCD-shift image stabilization for reducing photo blur from hand movement. Along with Casio's Single Frame SR Zoom function , which extends the maximum telephoto range of the optical zoom up to 1.5 times while reducing image quality degradation, the camera offers an effective 18.8x zoom range that maintains image quality for 16.1-megapixel high-resolution photography. These features allow users to photograph any kind of scene, from massive architectural structures in sightseeing spots to scenic views at a distance.

In addition to the Premium Auto function, which takes beautiful photos with just a press of the shutter button, the EX-H30 offers manual photography features such as a shutter speed priority mode and an aperture priority mode. Using the Photo Mode dial, users can quickly select the option they want. The camera also provides many functions useful for travel such as Slide Panorama for taking shots of wide-open landscapes, HD Movie that allows zoom-in during movie capture, Silent Mode for taking pictures without any disruptive flash or sound, and Energy-Saving Mode, which helps the battery to last longer. All these features make this camera incredibly easy to use. The EX-H30 is available in three colors: silver, black and red.

EX-H30 Specifications

Long Battery Life Delivers 1,000 Shots on a Single Charge*

Thanks to the high-capacity battery and energy-saving performance of the computer circuitry and movement control, the EX-H30 can take 1,000 photos* on a single full charge.

* In accordance with Camera & Imaging Products Association (CIPA) standards: Temperature 23°C, LCD screen on, alternating between wide angle and telephoto zoom every 30 seconds, flash usage once every two shots, and powering on and off after every tenth shot.

Powerful zoom that maintains high-resolution image quality through 18.8x

The EX-H30 is fitted with a wide-angle 24mm optical 12.5x zoom lens. Going beyond this, the camera offers a 18.8x zoom range that maintains image quality for 16.1-megapixel high-resolution photography when using the optical zoom with the Single Frame SR Zoom, which extends the maximum telephoto range of the optical zoom up to 1.5 times while reducing image quality degradation. CCD-shift image stabilization is also built in to reduce photo blur from hand movement. These features allow users to photograph any kind of scene, from enormous structures in sightseeing areas to scenic views at a distance.

Super-Resolution Image reproduces exceptional clarity and resolution

EX-H30 uses super-resolution technology to analyze and optimally process the respective areas of the photo that are contoured, textured with detailed pattern or flat, delivering photos of exceptional quality and resolution.

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 whether there is 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. Makeup Mode and Landscape Mode, both of which create clearer photographs of people and landscape, operate automatically.

Beautiful images with 16.1 effective megapixels

This camera's 16.1-megapixels of high-resolution imagery can render extremely fine detail in the subject. Moreover, the advanced image processing capability provided by the EXILIM Engine 5.0 ensures that color reproduction is clear and bright, and that images have a rich tonal gradation.

High-resolution HD movies with zoom function

The HD Movie function records beautiful videos at a size of 1,280 x 720 pixels. Even while shooting a movie, users can take still images using the optical zoom and continuous auto focus.

Slide Panorama feature takes panoramic landscape shots

Even when panning the camera across the scene, this function can detect moving subjects. By combining images and not using these subjects for the combined points, the function makes it easy to take more natural panoramic images (a maximum of 240-degree panning).

Silent Mode lets you be considerate of those around you

The EX-H30 features a Silent Mode that can be set instantly. It prevents the camera from emitting any sound or flash in order not to disturb those around you.

Energy-Saving Mode helps the battery to last even longer

The Energy-Saving Mode allows even more camera usage out of a single charge of the long-life battery.

Dynamic Photo function for creating composite moving images

The Dynamic Photo function lets users have fun combining preset moving characters with a still image or movie background of their choice.

EX-H30 Specifications

EX-H30		
Number of Effective Pixels		16.1 megapixels(/million)
Image Sensor		1/2.3-inch square pixel CCD
Image Sensor Total Pixels		16.57 megapixels(/million)
File Format Still Images		JPEG (Exif Version 2.3, DCF 2.0 standard, DPOF compliant)
File Format Movies		AVI format, Motion JPEG, IMA-ADPCM (monaural)
File Format Audio (Voice Recording)		WAV format (monaural)
Built-in Flash Memory (Image Area)* ¹		It has not yet been fixed
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)
Number of Recorded Pixels Movies		HD: 1280 x 720 (24 fps) , STD: 640 x 480 (30 fps)
Recording Capacity (Maximum Image Size Setting) Still Images (JPEG)		SD Memory Card 1GB* ³
Recording Capacity (Maximum Image Size Setting) Movies		Recording Time SD Memory Card 1GB* ³
Continuous Shutter High-speed Continuous Shutter		Approx. 10 frames per second at 1280 x 960 pixels Approx. 4 frames per second at 1600 x 1200 pixels
Continuous Shutter Flash Continuous Shutter		Approx. 3 frames per second at 1600 x 1200 pixels (Up to 3 shots)
Lens Construction		9 lenses in 8 groups, including aspherical lens
Lens F-number		F3.0 (W) to F5.9 (T)
Lens Focal Length 35mm Film Equivalent		f = 4.24 to 53.0mm Approx. 24 to 300mm
Zoom Ratio		12.5X optical zoom, 18.8X Single Frame SR Zoom, 4X digital zoom, 199.3X maximum digital zoom (in combination with HD Zoom, VGA size)
Focusing Focus Type		Contrast Detection Auto Focus
Focusing Focus Modes		Auto Focus, Macro Mode, Super Macro, Infinity Mode, Manual Focus
Focusing AF Area		Intelligent, Spot, Multi, Tracking
Focusing AF Assist Lamp		Yes
Focus Range* ⁵ (From Lens Surface) Auto Focus		Approx. 5cm to infinity (W)
Focus Range* ⁵ (From Lens Surface) Macro		Approx. 1cm ~ 50cm (Fifth step from widest setting)
Focus Range* ⁵ (From Lens Surface) Super Macro		Approx. 1cm ~50cm
Focus Range* ⁵ (From Lens Surface) Infinity Mode		Infinity
Focus Range* ⁵ (From Lens Surface) Manual Focus		Approx. 5cm to infinity (W)
Exposure Exposure Metering		Multi-pattern, center weighted, spot by imaging element
Exposure Exposure Control		Program AE, Aperture Priority AE, Shutter Speed Priority AE, Manual Exposure
Exposure Exposure Compensation		-2EV to +2EV (in 1/3EV steps)
Shutter Shutter Speed* ⁶		CCD electronic shutter, mechanical shutter
Shutter Shutter Speed* ⁶	Auto	1/2 to 1/2000 second
	Aperture Priority AE	1 to 1/2000 second
	Shutter Speed Priority AE	8 to 1/2000 second (not fixed)
	Manual Exposure	8 to 1/2000 second (not fixed)
Aperture* ⁵		F3.0 (W) to F7.9 (W)* ⁷
White Balance		Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB
Sensitivity (SOS/REI)* ⁸ Still Images		Auto, ISO80, ISO100, ISO200, ISO400, ISO800, ISO1600, ISO3200
Sensitivity (SOS/REI)* ⁸ Movies		Auto

		EX-H30
Other Recording Functions	Image Stabilization Mechanism	CCD-shift image stabilization
	Premium AUTO	Yes
	Make-up Mode	Yes (12-level steps)
	Landscape Mode	Yes (Vivid Landscape: 2-level steps / Mist Removal: 2-level steps)
	Handheld Night Scene	Yes
	Lighting Function	Yes
		Yes: 36 scenes
	Dynamic Photo	Yes
	Multi-motion Image	Yes
	BEST SHOT	YouTube™ Capture Mode
		Yes
	Voice Recording	Yes
Face Detection		Yes
	Auto Shutter	Yes
Self-timer		10 seconds, 2 seconds, Triple Self-timer
Built-in Flash	Flash Modes	Auto, Flash Off, Flash On, Red Eye Reduction
	Flash Range ^{*5}	Approx. * to *m (W), approx. * to * (T) It has not been fixes
Monitor Screen		3.0-inch TFT color LCD (Super Clear LCD), 460,800 dots (960 x 480)
Timekeeping Functions	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, daylight saving time
External connection terminal		USB port(Hi-Speed USB compatible) / AV output terminal(NTSC/PAL)
Microphone		Monaural
Speaker		Monaural
Power Requirements		Rechargeable lithium ion battery (NP-130)
Battery Life	Number of Shots ^{*12} (CIPA Standards)	up to 1,000
Dimensions	W×H×D (CIPA Standards)	104.8 x 59.1 x 28.6 mm (24.2mm thickness excluding protruding parts)
Weight (CIPA Standards)		Approx. 201g (including Battery and Memory Card ^{*3}) - approx. 161g (excluding Battery and Memory Card)
Bundled Accessories		Rechargeable Lithium Ion Battery (NP-130),Lithium Ion Battery Charger(BC-130L), AC power cord, USB cable, AV cable, strap, CD-ROM

1 Built-in memory capacity after formatting.

2 Compatible with Eye-Fi Card, an SD memory card-type wireless LAN.

3 When using Panasonic Pro High Speed 1GB SD Memory Card.

4 Within limits of memory and battery life.

5. Range is affected by optical zoom.

6. May differ according to camera settings.

7. F7.9 is the aperture when an ND filter is being used.

8. SOS: Standard Output Sensitivity; REI: Recommended Exposure Index.

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