

For Immediate Release

## **Casio Introduces a High-Sensitivity, Next-Generation Digital Camera with Wide-Angle, High-Power Zoom Lens**

*Equipped with Casio's High-Performance EXILIM ENGINE HS and HDR-ART Function for Creating Digital Photo Art*

TOKYO, January 6, 2011— Casio Computer Co., Ltd., announced today the release of a new model in its lineup of EXILIM digital cameras, the EX-ZR100. Equipped with Casio's high-performance EXILIM ENGINE HS and a wide-angle, high-power zoom lens, the EX-ZR100 is the leader of a new generation of digital cameras that will redefine the enjoyment of photography.

Casio already started to redefine the conventional compact digital camera with the release of its previous model, the EX-ZR10. Also featuring the EXILIM ENGINE HS, a high-performance engine that integrates high-speed shooting and high-speed image processing, the EX-ZR10 was a next-generation digital camera that realized beautiful photographic images and gave users new ways to express themselves through picture taking. Combining the speed of intuitive operations with superior usability, the EX-ZR10 received very good reviews. It features the unique HDR-ART function, which creates beautifully artistic photographs with a single press of the shutter button through the application of Casio's High Dynamic Range (HDR) technology. This function offers users new ways to enjoy taking pictures and displaying images. By advancing the art of the digital photo, the EX-ZR10 created new value in the digital camera market.

Like the EX-ZR10, the new EX-ZR100 is driven by the high-performance EXILIM ENGINE HS, and boasts Casio's high-sensitivity, 12.1-megapixel, back-illuminated CMOS sensor. Loaded with a wide-angle, high-power zoom lens and an enhanced HDR-ART function, the EX-ZR100 is a cutting-edge camera that offers functionality far outpacing anything in a conventional compact digital camera.

The EX-ZR100's stylishly compact body evokes the camera's high functionality. It features a wide-angle 24 mm, 12.5x optical zoom lens that takes advantage of Casio's Multi Frame SR Zoom technology, which combines a number of still images to make a composite image achieving exceptional clarity and resolution up to an effective range of 25x. With this versatile lens and new technology, users are ready for the full gamut of photographic subjects, from wide-angle to telephoto scenes.

With the HDR-ART function for creating artistic photographs, users can expand the expressiveness of their photos by selecting from three different processing levels—strong, standard, and light—to transform images to suit their own artistic sensibilities. Users will also enjoy the camera's advanced, fully automatic Premium Auto function for taking beautiful photos with just a press of the shutter button. Whether using this function, taking photos manually, or adding the HDR-ART effect, users can quickly select among options using the Photo Mode dial, which has been designed for improved accessibility and ease of use. The EX-ZR100 is available in two different colors: black and white.

Casio is positioning the EXILIM brand as "Amazing Gear"—a brand that never fails to deliver new surprises and excitement. Casio is driving a Digital Image Revolution, creating new value by developing digital cameras that go beyond the limits of cameras in the past.

## **A High-Sensitivity, Next-Generation Digital Camera with Functionality that Pushes the Boundaries of Conventional Cameras**

### EXILIM ENGINE HS with high-speed shooting and high-speed image processing

The EX-ZR100 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 HDR-ART, which creates artistic photographs, and simultaneously movie and continuous still shooting. Further, the compositing function using high precision image analysis and processing records highly detailed images without losing any of the fine texture with high speed.

### 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 to the naked eye. The technology applies newly developed algorithms that expand the dynamic range up to a maximum exposure value (EV) of 13, enabling subjects to be photographed in settings even where the contrast of light and darkness is very strong. Though the EX-ZR100 also automatically reduces photo blur from moving subjects, the HDR technology practically eliminates the blur caused by a subject's movements during continuous shooting, leaving only beautifully crisp, clear photographs.

### HDR-ART creates artistic photographs

The EX-ZR100 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 the contrast and level of color saturation. This allows users to have fun creating a wide range of photographs by selecting from three different processing levels of art effects to suit their artistic tastes and their sense of what is appropriate for the subject matter.

### Casio's Multi Frame SR Zoom maintains refined image quality to a maximum zoom of 25x

The wide-angle 24 mm, 12.5x optical zoom lens offers zoom performance equivalent to a maximum of 25x 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.

### High-sensitivity, 12.1-megapixel, back-illuminated CMOS sensor

The EX-ZR100 uses a back-illuminated CMOS sensor. With 12.1-megapixel, high-resolution images, the EX-ZR100 achieves low-noise, high-quality photography even in dim lighting. The model also comes with CMOS-shift image stabilization.

### Beautiful high-resolution Full HD movies can be recorded in stereo with the stereo microphone

The Full HD Movie function records beautiful videos at a size of 1,920 x 1,080 pixels. The EX-ZR100 features a built-in stereo microphone to enable users to enjoy the movies they make in full stereo sound. Even while shooting a movie, users can take still 10-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. The camera also offers an expanded range of movie functions.

### 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.

High speed burst shooting captures crucial moments at a speed of 40 shots per second

The EX-ZR100 can take up to 30 shots of 10-megapixel high-resolution images with high-speed burst shooting at a maximum speed of 40 shots per second. What is more, if the camera is set to Prerecord Continuous Shutter, users will not miss a single critical moment even if they press the shutter a little late, since the camera starts shooting when the shutter button is only depressed halfway.

High-speed movie recording at up to 1000 fps for dramatic, ultra slow-motion movies

The EX-ZR100 can record high-speed movies of motion that is ordinarily too fast for the human eye to see (1000 fps, 480 fps, 240 fps, 30-240 fps).

Slide Panorama for capturing 360-degree panoramic images

Even when panning the camera across the scene, this function can detect moving subjects or peoples' faces. By combining images and not using these subjects for the combined points, the function makes it easy to take more natural panoramic images.

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-ZR100 Specifications

			EX-ZR100
Number of Effective Pixels		12.1 megapixels(/million)	
Image Sensor		1/2.3-inch high-speed CMOS(back-illuminated type)	
File Format	Total Pixels	12.75 megapixels(/million)	
	Still Images	JPEG (Exif Ver2.3), DCF2.0, DPOF	
	Movies	MOV format, H.264/AVC, IMA-ADPCM (stereo)	
Built-in Memory		It has not yet been fixed	
Recording Media		SD Memory Card, SDHC Memory Card, SDXC Memory Card compatible	
Number of Recorded Pixels	Still Images	12M(4000x3000), 3:2(4000x2656), 16.9(4000x2240), 10M(3648x2736), 8M(3264x2448), 5M(2560x1920), 3M(2048x1536), VGA(640x480)	
	Movies	FHD : 1920 x 1080(30fps) , STD : 640 x 480(30fps) HS : 224 x 64(1000fps) / 224 x 160(480fps) / 432 x 320(240fps) / 432 x 320(30-240fps)	
Recording Capacity	Still Images	SD Memory Card 1GB <sup>1</sup>	It has not yet been fixed
	Movies	Recording Time SD Memory Card 1GB <sup>1</sup>	It has not yet been fixed
High-speed Continuous Shutter		40fps, 30fps, 15fps, 10fps, 5fps, 3fps (10M)	
Lens	Construction		9 lenses in 8 groups, including aspherical lens
	F-number		F3.0(W) ~ F5.9(T)
	Focal Length	35mm-Film Equivalent	f= 4.24~53.0mm Approx. 24 ~ 300mm
Zoom Ratio		12.5X optical zoom, 18.8X Single Frame SR Zoom, 25.0X Multi Frame SR Zoom (10M), 4X digital zoom, 199.3X maximum digital zoom (in combination with HD Zoom, VGA size)	
Focus	Focus Type		Contrast Detection Auto Focus
	Focus Mode		Auto Focus, Macro, Super Macro, Infinity Mode, Manual Focus
	AF Area		Intelligent, Spot, Multi, Tracking
	AF Assist Lamp		Yes
Focus Range <sup>2</sup> (From Lens Surface)	Auto Focus		Approx. 5 cm ~Infinity (W)
	Macro		Approx. 1cm ~ 50 cm (Fifth step from widest setting)
	Super Macro		Approx. 1 cm ~ 50cm
	Infinity Mode		Infinity
Manual Focus		Approx. 5 cm ~ Infinity (W)	
Exposure	Exposure Metering		Multi pattern, Center Weighted, Spot by CMOS
	Exposure Control		Program AE, Aperture Priority AE, Shutter Speed Priority AE, Manual Exposure
	Exposure Compensation		-2EV to +2EV (in 1/3EV steps)
Shutter			CMOS electronic shutter, mechanical shutter
	Shutter Speed <sup>3</sup>	Auto	1 ~ 1/2000 second
		Aperture Priority AE	1 ~ 1/2000 second
		Shutter Speed Priority AE	15 ~ 1/2000 second (high-speed continuous shutter: up to 1/40000 second)
		Manual Exposure	15 ~ 1/2000 second (high-speed continuous shutter: up to 1/40000 second)
Aperture <sup>2</sup>		F3.0 (W) ~ F7.9 (W) <sup>4</sup>	
White Balance		Auto WB, Daylight, Overcast, Shade, Day White Fluorescent, Daylight Fluorescent, Tungsten, Manual WB	
ISO Sensitivity (SOS <sup>5</sup> )	Still Images	Auto/100/200/400/800/1600/3200	
	Movies	Auto	
Other Functions		CMOS-shift image stabilization, HDR, HDR ART, BEST SHOT, Premium Auto, Still In Movie, Dynamic Photo(Play mode only), Slide Panorama	
Self-Timer		10 seconds, 2 seconds, Triple Self-timer	
Built-in Flash	Flash Mode	Auto, Flash off, Flash on, Red eye reduction	
	Flash Range	It has not yet been fixed	
Monitor		3.0-inch TFT color LCD (Super Clear LCD), 460,800 dots (960 x 480)	
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) / AV output terminal(NTSC/PAL), HDMI <sup>TM6</sup> output(Mini) <sup>7</sup>	
Microphone		Stereo	
Speaker		Monaural	
Power Requirement		Rechargeable lithium ion battery (NP-130)	
Battery Life		It has not yet been fixed	
Dimensions	W x H x D (CIPA Standards)	104.8 x 59.1 x 28.6 mm (24.2mm thickness excluding protruding parts)	
Weight (CIPA Standards)		Approx. 205 g (Including Battery and Memory Card <sup>1</sup> ) / Approx. 165 g (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 When using Panasonic Pro High Speed 1GB SD Memory Card.

2 Range is affected by optical zoom.

3 May differ according to camera settings.

4 ND filter is being used.

5 SOS: Standard Output Sensitivity

6 HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.

7 1080/50i output is not supported for PAL output using an HDMI<sup>TM</sup>.

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