

PRESS BRIEFING

The EXILIM EX-ZR100 wins the 2011/2012 EISA Award in the category “European Travel Compact Camera”

Casio wins for the second time in the category’s three-year history

Norderstedt, 16 August 2011 – A huge success – after the EXILIM EX-H10 took the award for 2009/2010, now the EX-ZR100 has won the prestigious EISA Award in the category “European Travel Compact Camera” for 2011/2012.

The European Imaging and Sound Association (EISA), a network of 50 specialist magazines from 19 European countries awards the coveted prizes each year in different categories. The EX-ZR100, the next-generation digital camera with a powerful wide-angle and power zoom lens, was given the accolade of being the best compact camera for travelling. “We’re naturally very proud of this award. It shows that we continuously produce good work and constantly develop the features and technologies further in the area of compact digital cameras”, says Sigbert Laakmann, Product Manager for Digital Imaging at CASIO Europe GmbH.

So, you can start getting ready for your next trip – because the new EX-ZR100 is excellently equipped to meet various technical requirements during your upcoming holiday or adventure trip with its handy size and its extremely high level of functionality. “Casio’s compact super-zoom camera with 12.5x optical zoom and 24-mm wide-angle lens fits in almost any pocket, which makes it the perfect travelling companion”, are what the jury gave as its reasons for the decision. The combination of a versatile lens and the new technologies make the camera particularly appealing for users mainly concerned about taking holiday photos, and equips you with a camera suitable for any situation imaginable, from wide-angle to telephoto shots.

Above all, the areas where the elegant and compact EX-ZR100 really excels is in its additional functions, realized by the EXILIM Engine HS. Capturing great travel mementos artfully by using the HDR art function, creating videos in full-HD, using the 360-degree slide panorama function to cover your whole surrounding or giving new perspectives by the use of the 25x Multi Frame SR Zoom – the EX-ZR100 is the perfect travel accessory for any situation.

A really unique feature in the segment of compact digital cameras is the speed of the EX-ZR100. Two examples that highlight the extremely good operating times are the interval between two photos which is only approx. 0.37 seconds, and the autofocus, which captures the shot in only approx. 0.14 seconds. This large range of functions, the simple operation and in particular the speed of the camera are perfect for capturing all kinds of moments.

The EX-ZR100 is available from retailers in the colours black and white.

For more information go to <http://www.exilim.eu/>, <http://life.exilim.eu/> or www.casio-europe.com.