

Casio Releases Four Stylish New EXILIM Digital Cameras That Are Easy for Beginners to Use

Two models boast Premium AUTO mode for beautiful shots just by pressing the shutter

Norderstedt, January 10, 2012 – Casio Europe GmbH and its parent company, Casio Computer Co., Ltd., today announced the release of four new models in the EXILIM® family of digital cameras: the EX-ZS150, EX-ZS20, EX-ZS12, and EX-ZS6. These compact cameras with a powerful zoom lens and 16.1 effective megapixels offer outstanding functionality that is easy to use even for total beginners.

The four new models have dedicated buttons for the basic digital camera operations of capturing, reviewing, and deleting images. They also feature the “easy Mode” interface, which clearly displays frequently used functions with large lettering and icons. By following instructions from the on-screen guide, users can take photos with the optimal photographic settings. Also, by merely pointing the camera at a subject, the new models automatically focus on the face of the subject or on the landscape. Once the focus frame turns green, the user just presses the shutter button, and a sharply focused image is captured. The new EXILIM cameras are designed to be easy for everyone to operate, even first-timers.

The EX-ZS150 is equipped with a 24mm wide-angle lens and a 12.5x optical zoom ready to capture any kind of scene, while the EX-ZS20 is equipped with a 26mm wide-angle lens and a 6x optical zoom in a slim, stainless-steel body. Both models come with Premium AUTO mode, which automatically analyzes the shooting scene to choose the best settings and performs image processing. These two models allow users to take beautiful photographs simply by pressing the shutter button, even in challenging situations such as portraits, night scenes, backlit scenes, landscapes, and macro shots.

Meanwhile, the EX-ZS12 and EX-ZS6 are equipped with a 26mm wide-angle lens and a 5x optical zoom. The EX-ZS12 features a slim, stainless-steel body for a high-quality look.

All four models come in a wide variety of colors and offer BEST SHOT Mode, which optimizes photo settings when the user selects the type of scene about to be photographed. They also offer a self-portrait function that automatically takes a beautiful shot when the camera detects the user's face and focuses on it. The cameras are also capable of HD movie recording (1280 x 720) for stunning clips and USB charging.

Specifications

	EX-ZS150	EX-ZS20	EX-ZS12	EX-ZS6
Number of Effective Pixels	16.1 megapixels			
Lens (Full Wide) ^{※1}	24mm wide-angle	26mm wide-angle		
Optical Zoom	12.5x	6x	5x	
Premium AUTO	Yes		No	
Self-Portrait	Yes			
Blur Correction/ Blur Reduction	CCD Shift Stabilization	Anti Shake Mode		
HD Movie (1280×720)	Yes			
Monitor Screen	2.7 inches			
Silent Mode	Yes	No		
USB charging	Yes			
Dimensions (W×H×D)	102.0×58.9×28.7 (21.1 ^{※2}) mm	94.9×55.9×20.4 (16.5 ^{※2}) mm	94.9×56.3×19.3 (16.5 ^{※2}) mm	95.8×56.9×20.7 (19.2 ^{※2}) mm

※1. Converted to 35mm film format

※2. Excluding projections