

For Immediate Release

## Casio Releases Flagship EXILIM with Advanced Auto Features and Rapid Shutter

*State-of-the-art Premium AUTO PRO takes beautiful pictures every time; shoots in as little as 0.27 seconds between photos*



Norderstedt, January 10, 2012 — Casio Europe GmbH and its parent company, Casio Computer Co., Ltd., today announced the release of the new EXILIM® EX-ZR200 compact digital camera. The new digital camera, boasting Casio's new Rapid Shutter feature, makes it easier than ever to shoot beautiful pictures.

Casio is a pioneer in the digital camera market, and the new EX-ZR200 introduces a whole new world for compact digital cameras. As the new flagship model in the EXILIM lineup, the EX-ZR200 uses Casio's own high-speed technology to achieve new heights in camera performance, effortlessly taking beautiful pictures at any time.

The camera boasts a 0.98-second start-up time<sup>\*1</sup> and 0.13-second high-speed auto focus<sup>\*2</sup>, and needs as little as 0.27 seconds between photos.<sup>\*3</sup> The EX-ZR200 allows users to experience the pleasure of taking pictures with Rapid Shutter, even when using shooting modes that apply complex image processing such as HDR, HDR-ART and Premium AUTO PRO.

\*1-3. Values determined using Casio's measurement method.

The EX-ZR200 also delivers state-of-the-art auto shooting with Premium AUTO PRO mode, which ensures beautiful photos. With Premium AUTO PRO, the camera automatically merges images taken with high-speed continuous shooting according to the shooting conditions to dramatically improve final image quality in challenging situations such as backlighting, night scenes and zoom shooting.

The camera also comes with Casio's HDR-ART function, which creates impressive artistic images with nothing more than a press of the shutter button. The Blurred Background function processes images to make a soft background that accentuates the subject, and the manual shooting function gives users control over shooting parameters. As one expects from a flagship EXILIM camera, the EX-ZR200 delivers advanced ease of use that raises that bar for functionality in a compact digital camera.

The EX-ZR200 features a wide-angle 24 mm, 12.5x optical zoom lens. The lens boasts macro focusing down to one centimeter and Multi Frame SR Zoom technology, which maintains refined image quality to a maximum zoom of 25x. Casio's Wide Shot technology offers up to 14 mm wide-angle shooting (35mm film equivalent), for capturing powerful, super-wide-angle shots. These features make the camera capable of shooting a broad range of scenes.

## Main Features of the EX-ZR200

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

The EX-ZR200 incorporates the EXILIM ENGINE HS for high-speed shooting and high-speed processing. In addition to a multi-CPU configuration that creates two image processing paths, the camera is equipped with a reconfigurable processor that delivers high-performance functions and high-speed processing using Casio's latest technologies. With the engine, the EX-ZR200 is fast from the moment the power is turned on, with a 0.98-second start-up time,<sup>\*1</sup> 0.13-second high-speed auto focus<sup>\*2</sup> and as little as 0.27 seconds between photos,<sup>\*3</sup> making photography effortless from start-up to shooting. The EXILIM ENGINE HS also delivers advanced functions such as HDR-ART, which creates artistic photographs, and enables simultaneous movie and continuous still image shooting.

\*1-3. Values determined using Casio's measurement method.

### Premium AUTO PRO function produces beautiful photos with just a press of the shutter button

The Premium AUTO PRO function incorporates all the features of Premium AUTO mode—which automatically analyzes the shooting scene to choose the best settings and perform image processing—while making it even better. Premium AUTO PRO can now automatically combine images from high-speed continuous shooting according to shooting conditions, to create gorgeous photos. Users can easily take sophisticated photos at the press of the shutter button, thanks to the automatic activation of functions such as HDR technology for high-contrast conditions, High Speed Night Scene mode for night shots, and High Speed Anti Shake for high-power zoom shooting.

### 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 high dynamic range. This minimizes over exposed or under exposed areas in the image, creating a photograph that captures all the rich tonal gradation of the scene just as it appears in real life. The HDR technology also reduces the blur caused by a subject's movements during continuous shooting, leaving only beautifully crisp, clear photographs.

### HDR-ART creates artistic photographs

The EX-ZR200 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 levels of contrast and color saturation. Users can select from three different processing levels of art effects. The HDR-ART function can also be applied to movies (only one level of art effect available), allowing them to produce dramatic movies from everyday scenes.

### Blurred Background function lets users take impressive photographs like a single-lens reflex camera

Casio has employed its high-speed burst shooting technologies to create an original technique for processing the background scene of a shot like the soft blur effect attainable using a single-lens reflex camera, thereby accentuating the subject of the photo.

### Scenes come alive in their full expansiveness with the Wide Shot function

The EX-ZR200 combines continuous shots taken with high-speed burst shooting when the user is moving the camera, enabling powerful super-wide-angle shots. Users can choose wide-angle shooting modes equivalent to 14 mm or 18 mm.

### 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.

### Users can enjoy producing high-resolution Full HD movies

The EX-ZR200 enables beautiful high-resolution Full HD movies. Even while shooting a movie,

users can take still 16-megapixel high-resolution images with high-speed burst shooting using the Snapshot In Movie function, and can also use the optical zoom and continuous auto focus.

Mode dial for rapid access to shooting modes

The mode dial enables users to choose from 10 shooting modes, including scene modes and Premium AUTO PRO, Multi Frame SR Zoom and HDR modes.

## EX-ZR200 Specifications

EX-ZR200			
Number of Effective Pixels		16.1 megapixels (/million)	
Image Sensor		1/2.3-inch high-speed CMOS	
	Total Pixels	16.79 megapixels (/million)	
File Format	Still Images	JPEG (Exif Ver.2.3, DCF 2.0, DPOF)	
	Movies	MOV format, H.264/AVC, IMA-ADPCM (stereo)	
Built-in Flash Memory (Image Area)*1		52.2MB	
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)	
	Movies	FHD:1920x1080 (30fps) / HD*3:1280x720 (15fps) / STD: 640x480 (30fps) / HS 1000 (224x64 1000fps) / HS 480 : 224x160 (480fps) / HS 240 : 512x384(240fps) / HS 120 : 640x480 (120fps) / HS 30-240 : 512x384 (30 to 240fps) / HS 30-120 : 640x480 (30 to 120fps)	
Recording Capacity (Maximum Image Size Setting)	Still Images (JPEG)	SD Memory Card 16GB*2 Fine: Approx. 1072 shots Normal: Approx. 1654 shots	
	Movies	Recording Time	Maximum recording time per file: 29minutes*4
		SD Memory Card 16GB*2	Approx. 35 minutes 59 sec. (FHD)
Continuous Shooting Speed		30 frames per second / 15 frames per second / 10 frames per second / 5 frames per second / 3 frames per second (Image is fixed at 16M pixels)	
Lens	Construction	9 lenses in 8 groups, including aspherical lens	
	F-number	F3.0 (W) to F5.9 (T)	
	Focal Length		f= 4.24 to 53.0mm
35mm Film Equivalent		Approx. 24 to 300mm	
Zoom Ratio		12.5 x optical zoom, 18.8x Single Frame SR Zoom, 25.0x Multi 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	
	Focus Modes	Auto Focus, Macro, Super Macro Mode, Infinity, Manual Focus	
	AF Area	Intelligent, Spot, Multi, Tracking	
	AF assist lamp	Yes	
Focus Range*5 (From Lens Surface)	Auto Focus	Approx. 5cm to infinity (W)	
	Macro	Approx. 1cm to 50cm (Fifth step from Widest Setting)	
	Super Macro	Approx. 1cm to 50cm	
	Infinity	Infinity	
	Manual Focus	Approx. 5cm to infinity (W)	
Exposure	Exposure Metering	Multi pattern, Center Weighted, Spot by imaging element	
	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 and mechanical shutter		
	Shutter Speed*6	Auto	1 to 1/2000 second
		Premium Auto	15 to 1/2000 second
Aperture*7		F3.0 (W) to F7.9 (W) *8	
White Balance		Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB	
Sensitivity (SOS)*9	Still Images	Auto, ISO80, ISO100, ISO200, ISO400, ISO800, ISO1600, ISO3200	
	Movies	Auto	
Self-Timer		10 seconds, 2 seconds, Triple Self-timer	
Built-in Flash	Flash Modes	Auto, Flash off, Flash on, Red eye reduction	
	Flash Range*10 (ISO Sensitivity : Auto)	Normal : Approx. 0.4 to 4.7m (W), approx. 0.9 to 2.4m (T)	
	Flash Lighting Adjustment	+2,+1,0,-1,-2	
	Flash Charge Time	Approximately 5 seconds	

		EX-ZR200
Recording Functions		Snapshot (Auto mode/ Premium AUTO PRO mode), Super resolution technology, High Speed Continuous shooting, Prerecord(still image), Self-timer, BEST SHOT, Face Detection, High Speed Movie(with sound only when 30fps of HS30-120 and HS30-240), FHD Movie, STD Movie, HDR-ART Movie, Prerecord(movie), YouTube™ Capture Mode, CMOS shift stabilization, Wind noise cut, Blurred Background, HDR, HDR-ART, Slide Panorama, Wide Shot,
Playback Functions		Playback Zoom, Multi-image Screen, Start-up Images, Protect, Date&time Edit, Rotate, Re-size, Trimming, Copy, BGM Slideshow, Brightness, White Balance, MOTION PRINT, Movie Editing, Continuous Shooting Multi Print, Continuous Shooting Frame Edit(DPOF Printing, Protect, Copy, Delete), Divide Group(Dividing Up a Continuous Shutter Group), DYNAMIC PHOTO
Other Functions		PictBridge, Video Output(NTSC/PAL), Auto Rotate, Create Folder, USB charge
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
	With 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 compliance, USB charging) / AV output terminal(NTSC/PAL), HDMI™ <sup>*11</sup> output(Mini) <sup>*12</sup>
Microphone		Stereo
Speaker		Monaural
Power Requirements		Rechargeable lithium ion battery (NP-130) x 1
Battery Life	Number of Shots (CIPA Standards)	Approx. 480 shots
	Continuous Playback (Still Images)	Approx. 5 hours 40 minutes
	Continuous Movie Recording Time(FHD movie)	Approx. 2 hours 25 minutes
Dimensions	W × H × D (CIPA Standards)	104.8 (W) x 59.1 (H) x 28.6 (D) mm (excluding projections ; 24.2mm at thinnest point)
Weight (CIPA Standards)		Approximately 205g (Including Battery and Memory Card <sup>*2</sup> ) Approximately 165g (Excluding Battery and Memory Card)
Bundled Accessories		Rechargeable Lithium Ion Battery (NP-130), USB-AC Adaptor (AD-C53U), AC Power Cord, USB cable,

- 1 Built-in memory capacity after formatting.
- 2 When using SanDisk Corporation 16GB SDHC Memory Card.
- 3 HD movie is only for HDR-ART mode.
- 4 Within limits of memory and battery life.
- 5 Using optical zoom causes the focus range to change.
- 6 Depending on user's setting of Camera.
- 7 Using optical zoom causes the aperture to change.
- 8 ND filter is being used.
- 9 SOS: Standard Output Sensitivity.
- 10 Range is affected by optical zoom.
- 11 HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.
- 12 1080/50i output is not supported for PAL output using an HDMI™.

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