NEWS RELEASE

CASIO

For Immediate Release

Casio Releases New Flagship EXILIM Digital Camera Offering More

Photographic Fun Than Ever

Fastest-ever High Speed EXILIM camera boasts quick response and rich variety of shooting functions
Easily captures every precious moments

Norderstedt, August 1, 2012 - Casio Europe GmbH and its parent company, Casio Computer Co., Ltd., today announced the release of the new EXILIM® EX-ZR300 compact digital camera. The new flagship EXILIM brand camera, the EX-ZR300 is equipped with a wide-angle 24 mm, 12.5x optical zoom lens and features a rich variety of shooting functions and a Rapid Shutter that make it effortless and fun to take pictures any time.

Casio's High Speed EXILIM cameras are powered by the EXILIM Engine HS with a dual-CPU configuration and two image processing paths, and they use Casio's unique high-speed technology to deliver a Rapid Shutter feature that enables you to press the shutter button repeatedly without a pause. They have proven popular for ease of use and advanced performance unlike anything possible before with conventional compact digital cameras.

The latest EX-ZR300 delivers the fastest-ever Rapid Shutter performance from a High Speed EXILIM camera, boasting a start-up time of just 0.95 seconds,[1] with 0.12-second high-speed auto focus[2] and shooting in as little as 0.26 seconds between photos.[3] Together with its faster performance, the EX-ZR300 was designed for ease of use with long battery life delivering approximately 500 shots,[4] and Eye-Fi™/FlashAir™ support for wireless connectivity with computers and smartphones. The ease of use is apparent from the moment you pick up the camera, making it more fun than ever to take photos.

*1, 2, 3 Values determined using Casio's measurement method.
*4 In accordance with Camera & Imaging Products Association (CIPA) standards.

As the new flagship model in the EXILIM family of cameras, the EX-ZR300 is packed with diverse shooting functions. Premium Auto Pro mode automatically combines images taken with high-speed burst shooting according to the shooting conditions, to dramatically improve final image quality in challenging situations such as backlighting, night scenes and zoom shooting. HS Night Shot combines images taken with high-speed burst shooting, producing bright shots of scenes that appear dark to the naked eye, without using a flash and delivering sensitivity equivalent up to ISO12800. Art Shot offers seven different effects for creating artistic photos, such as miniature and toy camera effects.

<h1 align="center">Main Features of the EX-ZR300</h1>

EXILIM ENGINE HS with high-speed shooting and high-speed image processing
The EX-ZR300 incorporates the EXILIM ENGINE HS for high-speed shooting and high-speed processing. In addition to a dual-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 a start-up time of just 0.95 seconds,* shooting in as little as 0.26 seconds between photos,* 0.12-second high-speed auto focus* and a delay of only 0.2 seconds to start shooting a movie,* the EX-ZR300 makes it effortless to rapidly start shooting. The high-speed burst shooting capability enables advanced shooting functions such as HDR-ART for creating artistic images, and HS Night Shot that captures bright images in minimal light conditions, even without a flash.
* 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 automatically analyzes the shooting scene to choose the best settings and perform image processing. It automatically combines 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. For movies, the Premium Auto Movie function automatically analyzes the scene to choose the best settings, by detecting people, landscapes, night scenes, macro subjects, blue skies and foliage.

HS Night Shot captures bright images in minimal light conditions
The HS Night Shot function merges images taken with high-speed continuous shooting to produce bright, sharply focused shots of scenes that appear dark to the naked eye, without using a flash. HS Night Shot can deliver images with sensitivity up to the equivalent of ISO12800, through processing that aligns continuous shooting images, reduces noise and combines the images.

Art Shot gives the freedom to create artistic photos
Art Shot offers seven different effects for creating impressively artistic photos, including toy camera, soft focus, light tone, pop art, sepia, black & white and miniature effects. Users can change the processing levels of each effect and color to create artistic photos so good they feel like professional photographers.

HDR technology faithfully reproduces images as they really appear, avoiding under- or over-exposure
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 photo that captures all the rich tonal gradation of the scene just as it appears in real life.

HDR-ART creates artistic photos
The EX-ZR300 features Casio's HDR-ART function to create artistic photos, 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 function can also be applied to movies (only one level of art effect available).

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

Casio has employed its high-speed continuous 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. Users can select from three different processing levels of blur effects.

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

The EX-ZR300 combines continuous shots taken with high-speed continuous 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.

Discover new perspectives with the panorama recording function

Simply by panning the EX-ZR300 across the scene, the Slide Panorama feature makes it easy to take 360° horizontal panoramic images. Recording ve rtical panoramas up to 180° is even possible.

Casio's Multi Frame SR Zoom maintains refined image quality with exceptional clarity 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.

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.

Full HD movie recording

The EX-ZR300 records Full HD videos with 12.5x optical zoom and stereo sound.

EX-ZR300 Specifications

		EX-ZR300
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[3], 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[4]: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)
Operating Speed	Start-up time[2]	Approx. 0.95 seconds
	Shutter Release Time Lag[2]	Approx. 0.024 second (time from when the shutter button is fully pressed from focus lock until the image starts to be recorded)
	Image Playback[2]	Approx. 0.1 second/image
	Shot to Shot Time[2]	Approx. 0.26 second intervals
	Auto Focus Speed	Approx. 0.12second (At full wide angle; Auto Focus Speed measure conditions defined by CASIO)
Recording Capacity (Maximum Image Size Setting)	Still Images (JPEG) — SD Memory Card 16GB[3]	Fine: Approx. 1072 shots Normal: Approx. 1654 shots
	Movies — Recording Time	Maximum recording time per file: 29minutes[5]
	Movies — SD Memory Card 16GB[3]	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
	Focal Length — 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 conbination 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[6] (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[7] — Auto	1/4 to 1/2000 second
	Shutter Speed[7] — Premium Auto	4 to 1/4000 second
Aperture[8]		F3.0 (W) to F7.9 (W) [9]
White Balance		Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB
Sensitivity (SOS)[10]	Still Images	Auto, ISO80, ISO100, ISO200, ISO400, ISO800, ISO1600, ISO3200 (HS Night Shot: ISO12.800)
	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[11] (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-ZR300
Recording Functions		Snapshot (Auto mode/ Premium Auto PRO mode), Snapshot by Super resolution technology, High Speed Continuous shooting, Prerecord(still image), Macro, Super Macro, 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 Moive, Prerecord(movie), YouTube™ Capture Mode, CMOS shift stabilization, Wind noise cut, ISO High Limit, Blurred Background, HDR, HDR-art, Slide Panorama, Wide Shot, Best Selection
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, ECO Mode
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™*12 output(Mini)*13
Microphone		Stereo
Speaker		Monaural
Power Requirements		Rechargeable lithium ion battery (NP-130) x 1
Battery Life	Number of Shots (CIPA Standards)	Approx. 500 shots
	Continuous Playback (Still Images)	Approx. 6 hours
	Continuous Movie Recording Time(FHD movie)	Approx. 2 hours 50 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*3)・ 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, Strap, Reference Manual, Quick Start Guide

1	Built-in memory capacity after formatting.
2	When using built-in memory, with built-in flash off
3	When using SanDisk Corporation 16GB SDHC Memory Card.
4	HD movie is only for HDR-ART mode.
5	Within limits of memory and battery life.
6	Using optical zoom causes the focus range to change.
7	Depending on user's setting of Camera.
8	Using optical zoom causes the aperture to change.
9	ND filter is being used.
10	SOS: Standard Output Sensitivity.
11	Range is affected by optical zoom.
12	HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.
13	1080/50i output is not supported for PAL output using an HDMI™.

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