

For Immediate Release

Casio Releases a High-Zoom, Compact Digital Camera with 24x Optical Zoom Lens

Built-In Art Shot Function Lets Users Take Impressive, Artistic Photos

Norderstedt, September 18, 2012 — Casio Europe GmbH and its parent company, Casio Computer Co., Ltd., today announced the release of another new addition to its EXILIM family of digital cameras—the EX-H50. This high-zoom, compact digital camera features a wide-angle 25mm, 24x optical zoom lens and a rich variety of shooting modes including Casio's Premium AUTO and ART Shot functions, making it easy for users to capture all kinds of outstanding photos.

Along with its powerful optical zoom lens, which starts with 25mm wide-angle and zooms out to 24x, the EX-H50 boasts a wide-screen 3.0-inch monitor and CCD-shift image stabilization mechanism, all packed into a slim, compact body that fits securely in the hand. It takes amazing photos of expansive landscapes, confined interiors, and even distant subjects that are difficult to approach, all at a high-resolution of 16.1 million effective pixels.

The EX-H50 comes with Casio's auto-shooting Premium AUTO mode for taking beautiful photos with just a press of the shutter button, as well as Art Shot, which offers eight different photo effects—toy camera, soft focus, light tone, pop art, sepia, monochrome, miniature, and fisheye lens. These features enable users to easily create stunning and impressively artistic images.

The new camera also comes with Manner Mode, which instantly changes the camera's settings to avoid disturbing others nearby. This includes silencing all sounds, disabling the flash, and deactivating the self-timer and AF Assist Lamp. Silent Mode is especially helpful when taking pictures in places like museums, aquariums, and restaurants.

The EX-H50 also features HD movie recording for shooting beautiful videos at 1,280 x 720 pixels, and a Mode Dial for quickly selecting the shooting mode most suitable for the setting at hand. The camera has various other convenient and useful functions, including USB charging and compatibility with Eye-Fi, which makes it possible to connect wirelessly with computers and smart phones. The EX-H50 is available in three colors: black, white and red.

EX-H50 Specifications

	EX-H50
Number of Effective Pixels	16.1 megapixels
Image Sensor	1/2.3-inch square pixel CCD
Lens/ Focal Length	F3.0(W) - F6.9(T) / f=4.5 - 108.0mm
Optical Zoom	24x
Aperture	F3.0(W) - F8.7(W) (ND filter is being used)
Macro	Approx. 2cm (Second step from Widest Setting)
Blur Correction	CCD Shift
Premium AUTO	Yes
HD Movie	HD (1280x720)
Monitor Screen	3.0inches(460,800dots)
Silent Mode	Yes
USB charging	Yes
Dimensions (WxHxD)	106.9x68.6x39.0 mm
Weight	Approximately 238g* ¹

1 When using SanDisk Corporation 16GB SDHC Memory Card.