

For Immediate Release

Casio Releases Stylish EXILIM Camera with 20.1 Megapixels

Beginner-friendly Buttons for Shoot, View and Delete

Also Featuring Premium Auto and Art Shot for Beautiful and Fun Photography

Norderstedt, February 18, 2013 - Casio Europe GmbH and its parent company, Casio Computer Co., Ltd., today announce the release of the EX-ZS30. This new stylish, compact EXILIM digital camera boasts 20.1 effective megapixels.

Encased in a high-quality stainless steel body, the new model has a CCD with an effective resolution of 20.1 megapixels and a wide-angle 26mm,* 6x optical zoom lens. With the new EX-ZS30, Casio has packaged outstanding performance in all the basic photographic functions in a camera that is extraordinarily simple to use, even for beginners. Anyone can easily take fun and beautiful photos using this stylish digital camera built with advanced imaging functions.

* When converted to 35mm film format

The EX-ZS30 has dedicated buttons for shoot, view, and delete, making operation easy even for first-time users. It is equipped with Premium Auto, which automatically analyzes the scene to choose the best settings and performs optimal image processing. This means users need only press the shutter in order to take beautiful shots even under difficult conditions, including night scenes, portraits, backlit situations, landscapes, and macro photography. There are also a wide range of functions for fun photo taking. The camera features Art Shot with eight artistic effects that alter the stylistic impression of photos (Toy Camera, Soft Focus, Light Tone, Pop, Sepia, Monochrome, Miniature, and Fish Eye), as well as Dynamic Photo, which lets users combine a choice of eight preset moving characters with a captured still image. The EX-ZS30 comes in five color options: silver, black, purple, white, and pink.

EX-ZS30 Specifications

			EX-ZS30	
Number of Effective Pixels			20.1 megapixels (/million)	
Image Sensor			1/2.3-inch square pixel CCD	
	Total Pixels		20.48 megapixels (/million)	
File Format	Still Images		JPEG (Exif Ver.2.3), DCF 2.0, DPOF	
	Movies		Motion JPEG, AVI format, IMA-ADPCM (monaural)	
Built-in Flash Memory (Image Area)* ¹			28.0MB	
Recording Media			SD Memory Card, SDHC Memory Card, SDXC Memory Card compatible	
Number of Recorded Pixels	Still Images		20M (5152 x 3864), 3:2 (5152 x 3432), 16:9 (5152 x 2896), 10M (3648 x 2736), 5M (2560 x 1920), 3M (2048 x 1536), VGA (640 x 480)	
	Movies		HD(1280x720) / STD(640x480)	
Recording Capacity	Still Images (JPEG)	SD Memory Card 16GB* ²	Fine: Approx. 2208 shots* ³	
			Normal: Approx. 3329 shots* ³	
	Movies* ⁴	Recording Time* ⁵	SD Memory Card 16GB* ²	Approx. 17 minutes 9 seconds * ^{6*7}
				Approx. 1 hour 5 minutes* ⁸
Lens	Construction		5 lenses in 5 groups, including aspherical lens	
	F-number		F3.5 (W) to 6.5 (T)	
	Focal Length			f= 4.6 to 27.6mm
		35mm Film Equivalent		Approx. 26 to 156mm
Zoom Ratio			6 x optical zoom, 4x digital zoom(24 times both with optical and digital zoom), HD Zoom Maximum 95.6x (VGA, both with HD Zoom and digital zoom)	
Focusing	Focus Type		Contrast Detection Auto Focus	
	Focus Modes		Auto, Macro, Infinity mode(for some BS scenes), Manual	
	AF Area		Spot, Multi, Tracking	
	AF assist lamp		None	
Focus Range* ⁹ (From Lens Surface)	Auto		Approx. 5cm to infinity (W)	
	Macro		Approx. 5cm to 50cm (W)	
	Infinity		Infinity	
	Manual		Approx. 5cm to infinity (W)	
Exposure	Exposure Metering		Multi pattern, (Center Weighted for some BS scenes) by CCD	
	Exposure Control		Program AE	
	Exposure Compensation		-2EV to +2EV (in 1/3EV steps)	
Shutter			CCD electronic shutter and mechanical shutter	
	Shutter Speed* ¹⁰	Auto	1/2 to 1/2000 second	
		Premium Auto	1/8 to 1/2000 second	
		Night Scene	4 to 1/2000 second	
Aperture* ¹¹			F3.5 (W) to F11.3 (W)* ¹²	
White Balance			Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB	
Sensitivity (SOS)* ¹³	Still Images		Auto, ISO64, ISO100, ISO200, ISO400, ISO800, ISO1600	
	Movies		Auto	
Self-Timer			10 seconds, 2 seconds, Triple Self-timer	

		EX-ZS30
Built-in Flash	Flash Modes	Auto, Flash off, Flash on, Red eye reduction
	Flash Range* ¹⁴ (ISO Sensitivity: Auto)	Normal: Approx. 0.4 to 2.2m (W), approx. 1.0 to 1.2m (T)
	Flash Charge Time	Approximately 5 seconds
Recording Functions		Snapshot (Auto mode/Premium Auto mode), Marco, Self-timer, Continuous shooting(Normal Speed CS), BEST SHOT(Include Self-portrait & Art Shot), Make-up, Face Detection, Anti Shake, Lighting, Movie(Normal Movie, For YouTube™), Voice Recording(Audio recording is monaural)
Playback Functions		Playback Zoom(8X), 25-image Screen, Dynamic Photo, BGM Slideshow, Start-up Images, Rotate, Re-size, Trimming, Copy
Other Functions		Eye-Fi Wireless Card compatible, Video Output(NTSC/PAL), Focus Frame Customization, Key Customization, USB charging, Date and Time: Recorded with image data, With time stamp function, Auto Calendar: To 2049, World Time
Approximate Maximum Audio Recording Times		After Recording: 30 seconds per image, Voice Recording: 1hour 25minutes (when using built-in memory)
Monitor Screen		2.7-inch TFT color LCD, 230,400 dots
External connection terminal		USB port (Hi-Speed USB compliance, USB charging) / AV output terminal (NTSC/PAL)
Microphone		Monaural
Speaker		Monaural
Power Requirements		Rechargeable lithium ion battery (NP-120) x1
Battery Life	Number of Shots* ¹⁵	Approx. 175 shots
	Continuous Playback (Still Images)	Approx. 3 hours 30 minutes
	Actual Movie Recording Time (HD Movie)* ¹⁵	Approx. 40 minutes
	Continuous Movie Recording Time (HD movie)* ¹⁵	Approx. 1 hour 5 minutes
Dimensions	WxHxD* ¹⁵	94.9 (W) x 55.9 (H) x 20.4 (D) mm (excluding projections; 16.5mm at thinnest point)
Weight* ¹¹		Approximately 146g (Including Battery and Memory Card* ²) Approximately 130g (Excluding Battery and Memory Card)
Bundled Accessories		Rechargeable Lithium Ion Battery (NP-120), USB-AC Adaptor (AD-C53U), USB cable, Strap, Power Cord, Basic Reference

- 1 Built-in memory capacity after formatting.
- 2 When using SanDisk Corporation 16GB SDHC Memory Card.
- 3 Maximum image size setting.
- 4 Maximum movie size per file is 4GB.
- 5 Maximum recording time per file
- 6 When recorded with HD Movie. For STD movie, up to 29 minutes.
- 7 Within limits of memory and battery life.
- 8 When recorded with HD Movie.
- 9 Using optical zoom causes the focus range to change.
- 10 Depending on user's setting of Camera.
- 11 Using optical zoom causes the aperture to change.
- 12 Using ND filter with diaphragm.
- 13 SOS: Standard Output Sensitivity
- 14 Range is affected by optical zoom.
- 15 In accordance with CIPA (Camera and Imaging Products Association) standards.

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