

## PRESSEMELDING

### Casio lanserer to nye EXILIM digitalkamera som automatisk gjenkjenner motivet med en ny intelligent AF

**Bergen, Casio Scandinavia AS 18. August , 2009** – Casio Europe GmbH og moderselskapet Casio Computer Co., Ltd., lanserer i dag to nye tilskudd i EXILIM serien, EXILIM Zoom EX-Z450 og EXILIM Zoom EX-Z90. Begge er utstyrt med intelligent AF, en ny funksjon som kan gjenkjenne også motiver som ikke er mennesker. Kameraet kan dermed automatisk bestemme fokus og eksponeringsområde. De nye modellene leveres også med en CD-ROM som inneholder grafikk som kan benyttes med Dynamisk Foto, en unik funksjon for å skape bevegelige motiver. Med den vedlagte grafikken og Dynamisk Foto kan brukerne enkelt skape morsomme og dynamiske bilder som kan benyttes til å lage animerte, elektroniske takkekort etc.

#### Intelligent AF gjenkjenner automatisk motivet

I tillegg til vanlig ansiktsgjenkjenning, vil kameraet automatisk gjenkjenne motivet du ønsker å ta bilde av og bestemme fokus og eksponeringsområde. Når du tar bilde av kjæledyr eller til og med landskapsmotiver så vil denne nye funksjonen gjøre at du får fokuserte bilder takket være den ekstremt raske teknologien ved bildeprosessering, som muliggjøres med EXILIM Engine 4.0.

#### Dynamisk Foto utvider mulighetene for morsomme og kreative bilder

Funksjonen Dynamisk Foto er forbedret og du kan nå klippe ut bilder av bevegelige motiver og sette dem sammen med forskjellige stillbilder. Tidligere var det nødvendig å ta to bilder for å kunne klippe ut det bevegelige bildet, men nå rekker det med ett så lenge bakgrunnen er flat og i en farge. De nye EXILIM kameraene leveres med en CD-ROM som inneholder 150 forskjellige motiver i tillegg til en egen software som gjør det enkelt å legge ved sine animerte bilder til e-post.

#### To nye modeller

##### *EX-Z450*

Denne stilige modellen har 12,1 effektive megapiksler, en vidvinkel på 28 mm og 4X optisk zoom. I tillegg til en rekke motivprogrammer inneholder EX-Z450 en landskapsmodus som hjelper deg til å ta vakre landskapsbilder, og en Make-up modus som fremhever hudtoner i ansiktet. Kameraets avanserte ytelse støttes av en mekanisk bildestabilisator og et batteri som kan ta hele 550 bilder på ladning.

##### *EX-Z90*

Denne modellen har 12,1 effektive megapiksler og 3X optisk zoom. EX-Z90 tilbyr en mengde motivprogrammer for å hjelpe til med å skape et best mulig bilde. Kameraet er kompakt nok til å passe perfekt i håndflaten. EX-Z90 kommer i en rekke farger som appellerer til sofistikerte kvinner og er designet for å oppleves som et motetilbehør. For å følge opp de attraktive fargene er objektivet til EX-Z90 sort.

## Det nye EXILIM Zoom EX-Z280 fra CASIO

Det nye EXILIM Zoom EX-Z280 fra CASIO er en fryd med sine fengslende funksjoner og det er det ideelle kameraet for hele familien. Det nye EXILIM EX-Z280 kombinerer høye ytelser med et slankt og kompakt kamerahus.

### Et stilig kamera med høy ytelse

EXILIM EX-Z280 har 12,1 effektive megapiksler, et objektiv med vidvinkel på 26mm og 4X optisk zoom. Videre så har det en mekanisk bildestabilisator og ansiktsgjenkjenning.

### Various new functions make the most of the new EXILIM Engine 4.0

#### Dynamisk Foto

Funksjonen Dynamisk Foto er forbedret og du kan nå klippe ut bilder av bevegelige motiver og sette dem sammen med forskjellige stillbilder. Tidligere var det nødvendig å ta to bilder for å kunne klippe ut det bevegelige bildet, men nå rekker det med ett så lenge bakgrunnen er flat og i en farge. De nye EXILIM kameraene leveres med en CD-ROM som inneholder 150 forskjellige motiver i tillegg til en egen software som gjør det enkelt å legge ved sine animerte bilder til e-post.

#### *Håndholdt nattmodus*

Kameraet kan automatisk gjenkjenne vanskelige situasjoner som f.eks nattmotiver hvor det vanligvis vil være problemer med eksponeringen, og gjøre de nødvendige tiltakene. Alt brukeren trenger å gjøre er å trykke på utløseren for å ta perfekte bilder.

#### Høyoppløselig HD film

Kameraet inneholder også en HD filmfunksjon. Alt du trenger å gjøre er å presse den dedikerte knappen for å ta flotte videoer i en oppløsning av 1280x720 piksler.

#### YouTube™ videoopptak

Videoer kan tas opp og lagres i den nøyaktige størrelsen og kvaliteten for verdens mest populære delingssiden for videoer på internet, YouTube™. Lagrede videoer kan enkelt lastes opp til YouTube™.

Ytterligere informasjon kan finnes på [www.exilim.no](http://www.exilim.no)

#### CASIO in general

CASIO is a leading international manufacturer of consumer electronics. In line with the principle of "creativity and contribution," the company has been dedicated to developing products that stand out for their cutting-edge technology and innovative design ever since it was founded, in 1957.

Today, the product palette of CASIO around the world includes watches, digital cameras, mobile phones (not in the EU), electronic dictionaries, calculators, musical instruments, projectors, cash register systems, handheld terminals, and electronic components such as LCDs (not in the EU). In total, CASIO Computer Co., Ltd. employs a staff of more than 12,300 people worldwide. The company ships more than 100 million products each year, and in the fiscal year from April 2008 to March 2009 alone, CASIO posted net sales revenue of 518 billion yen (about 3.8 billion Euros). You will find news and product information about Casio at [www.casio-europe.com](http://www.casio-europe.com).

		EXILIM Zoom	
		EX-Z450	EX-Z90
Number of Effective Pixels		12.10 million	
Image Sensor		1/2.3-inch square pixel CCD	
	Total Pixels	12.39 million	12.70 million
File Format	Still Images	JPEG (Exif Version 2.2, DCF 1.0 standard, DPOF compliant)	
	Movies	AVI format, Motion JPEG, IMA-ADPCM (monaural)	
	Audio (Voice Recording)	WAV format (monaural)	
Built-in Flash Memory (Image Area)		35.7MB* <sup>1</sup>	
Recording Media		SDHC Memory Card, SD Memory Card* <sup>2</sup>	
Number of Recorded Pixels	Still Images	12M (4000 x 3000), 3:2 (4000 x 2656), 16:9 (4000 x 2240), 8M (3264 x 2448), 5M (2560 x 1920), 3M (2048 x 1536), VGA (640 x 480)	
	Movies	HD: 1280 x 720 (24 fps) / STD: 640 x 480 (30 fps) / LP: 320 x 240 (15 fps)	
Recording Capacity (Maximum Image Size Setting)	Still Images (JPEG)	SD Memory Card 1GB* <sup>3</sup>	Approx. 122 shots (Fine) / 234 shots (Normal) / 350 shots (Economy)
	Movies	Recording Time	Maximum Recording Time per File: 10 min.
		SD Memory Card 1GB* <sup>3</sup>	Approx. 5 min. 27 seconds (HD)
Continuous Shutter	High-speed Continuous Shutter	Approx. 10 frames per second at 1280 x 960 pixels (Up to 20 shots) Approx. 4 frames per second at 1600 x 1200 pixels (Up to 8 shots)	Approx. 4 frames per second at 1600 x 1200 pixels (Up to 8 shots)
	Flash Continuous Shutter	Approx. 3 frames per second at 1600 x 1200 pixels (Up to 3 shots)	
Lens	Construction		7 lenses in 6 groups, including aspherical lens
	F-number		F2.6 (W) to F5.8 (T)
	Focal Length		f=4.9 to 19.6mm
	35mm Film Equivalent	Approx. 28 to 112mm	
Zoom	Optical Zoom		4X
	Digital Zoom		4X (16X in combination with optical zoom)
	HD Zoom		25.0X (image size: 640 x 480 pixels)
Focusing	Focus Type		Contrast Detection Auto Focus
	Focus Modes		Auto Focus, Macro Mode, Pan Focus, Infinity Mode, Manual Focus
	AF Area		Intelligent, Spot, Multi or Tracking
	AF Assist Lamp		Yes
Focus Range* <sup>4</sup> (From Lens Surface)	Auto Focus		Approx. 10cm to infinity (W)
	Macro		Approx. 10cm to 50cm
	Infinity Mode		Infinity (W)
	Manual Focus		Approx. 10cm to infinity (W)
Exposure	Exposure Metering		Multi-pattern, center weighted, spot by imaging element
	Exposure Control		Program AE
	Exposure Compensation		-2EV to +2EV (in 1/3EV steps)
Shutter Type	CCD electronic shutter, mechanical shutter		
	Shutter Speed* <sup>5</sup>	Auto	1/2 to 1/1000 second
		Night Scene	4 to 1/1000 second
Aperture* <sup>4</sup>		F2.6 (W) to F7.0 (W)* <sup>6</sup>	F3.1 (W) to F5.6 (W)
White Balance		Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB	
Sensitivity (SOS/REI)* <sup>7</sup>	Still Images	Auto, ISO64, ISO100, ISO200, ISO400, ISO800, ISO1600, ISO3200	Auto, ISO64, ISO100, ISO200, ISO400, ISO800, ISO1600
	Movies	Auto	

		EXILIM Zoom		
		EX-Z450	EX-Z90	
Other Recording Functions	Image Stabilization Mechanism	CCD-shift image stabilization		
	Make-up Mode	Yes (12-level steps)		
	Landscape Mode	Yes (Vivid Landscape: 2-level steps / Mist Removal: 2-level steps)		
	Handheld Night Scene	Yes	No	
	Lighting Function	Yes		
	BEST SHOT		Yes: 39 scenes	Yes: 32 scenes
		Dynamic Photo	Yes	
		Multi-motion Image <sup>*5</sup>	Yes	
		YouTube™ Capture Mode	Yes	
		AUTO BEST SHOT	Yes	
		Voice Recording	Yes	
	Face Detection	Yes		
	Auto Shutter	Yes		
Self-timer	10 seconds, 2 seconds, Triple Self-timer			
Built-in Flash	Flash Modes	Auto, Flash Off, Flash On, Soft Flash, Red Eye Reduction		
	Flash Range <sup>*4</sup>	Approx. 0.1 to 4.5m (W), approx. 0.5 to 2.0m (T)	Approx. 0.1 to 3.7m (W), approx. 0.6 to 1.4m (T)	
Monitor Screen		3.0-inch TFT color LCD (Super Clear LCD), 230,400 dots (960 x 240)	2.7-inch TFT color LCD, 230,160 dots (959 x 240)	
Timekeeping Functions	Date and Time	Recorded with image data		
	On-image Time Stamp Function	Yes		
	Auto Calendar	To 2049		
	World Time	162 cities in 32 time zones, city name, date, time, summer time		
Input/Output Terminals		USB/AV port		
	USB	Hi-Speed USB		
Microphone	Monaural			
Speaker	Monaural			
Power Requirements		Rechargeable lithium ion battery (NP-40) x 1	Rechargeable lithium ion battery (NP-60) x 1	
Battery Life	Number of Shots <sup>*9</sup> (CIPA Standards)	Approx. 550 still images	Approx. 230 still images	
	Continuous Playback (Still Images)	Approx. 9 hr.	Approx. 5 hr.	
	Continuous Recording (Voice Recording)	Approx. 13 hr.	Approx. 5 hr.	
Dimensions (Excluding Projections)		96.9 (W) x 57.6 (H) x 21.4 (D)mm	89.7 (W) x 51.7 (H) x 19.4 (D)mm	
		Thinnest part: 19.5mm	Thinnest part: 17.8mm	
Weight (Excluding Battery and Accessories)		Approx. 130g	Approx. 102g	
Bundled Accessories	Rechargeable lithium ion battery, lithium ion battery charger, AC power cord, USB cable, AV cable, strap, CD-ROM			

\*1. Built-in memory capacity after formatting. \*2. Compatible with Eye-Fi Card, an SD memory card-type wireless LAN. \*3. When using Panasonic Pro High Speed 1GB SD Memory Card. \*4. Range is affected by optical zoom. \*5. May differ according to camera settings. \*6. F7.0 is the aperture when an ND filter is being used. \*7. SOS: Standard Output Sensitivity. REI: Recommended Exposure Index. \*8. Image size 2048 x 1536 pixels. \*9. Auto Mode, standard brightness monitor setting.

## EX-Z280 Specifications

		EXILIM Zoom EX-Z280	
Number of Effective Pixels		12.1 million	
Image Sensor		1/2.3-inch square pixel CGD	
	Total Pixels	12.39 million	
File Format	Still Images	JPEG (Exif Version 2.2, DCF 1.0 standard, DPOF compliant)	
	Movies	AVI format, Motion JPEG, IMA-ADPCM (monaural)	
	Audio (Voice Recording)	WAV format (monaural)	
Internal Memory		35.7 MB	
Recording Media		SDHC Memory Card, SD Memory Card	
Number of Recorded Pixels	Still Images	4.000 x 3.000 (12 MP), 4.000 x 2.656 (3:2), 4.000 x 2.240 (16:9), 3.264 x 2.448 (8 MP), 2.560 x 1.920 (5 MP), 2.048 x 1.536 (3 MP), 640 x 480 (VGA)	
	STD / LP Movies	640 x 480 (30 fps) / 320 x 240 (15 fps)	
	HD Movies	1280 x 720 (24 fps)	
Recording Capacity ( Max. Resolution)	Still Images	Built-in Memory	Approx. 4 shots (Fine) / ca. 8 shots (Normal) / ca. 13 shots (Economy)
		SD Memory Card 1GB <sup>1</sup>	Approx. 122 shots (Fine) / Approx. 234 shots (Normal) / Approx. 350 shots (Economy)
	Movies	Recording Time	Max. recording time per file: 10 min.
		Built-in Memory	Approx. 11 second (HD)
	SD Memory Card 1GB <sup>1</sup>	Approx. 5 Min. 27 second (HD)	
Operating Speed	Start-up Time <sup>2,3</sup>		Approx. 2.0 second
	Shutter Release Time Lag <sup>2,3</sup>		Approx. 0.008 second
	Playback Speed		Approx. 0.1 second / image
	Shooting Interval <sup>3,4</sup>		Approx. 3.5 second
	Normal Continuous Shooting Speed <sup>4</sup>		Approx. 3.4 second
	Highspeed Continuous Shooting Speed <sup>5</sup>		Max. 4 images / second
	Flash Continuous Shooting Speed <sup>5</sup>		Max. 3 images / second
Lens / Focal Length	Construction		7 lenses in 6 groups, including aspherical lens
	F-number		F2.6 (W) to F5.9 (T)
	Focal Length	35mm Film equivalent	f= 4,65 to 18,6 mm Approx. 26 to 104mm
Zoom Ratio	Optical Zoom		4X
	Digital Zoom		4X (16X in combination with optical zoom)
	HD Zoom		Max. 25X @VGA
Focusing	Focus Type		Contrast Detection Auto Focus
	Focus Modes		Auto Focus, Macro Mode, Pan Focus, Infinity Mode, Manual Focus
	AF Area		Spot, Free or Tracking
	AF Assist Lamp		No
Focus Range <sup>6</sup> (From Lens Surface)	Auto Focus		Approx. 15cm to Infinity (W)
	Macro		Approx. 5cm to 50cm (W) (First step from widest setting)
	Infinity Mode		Infinity (W)
	Manual Focus		Approx.. 15cm to Infinity (W)
Exposure	Exposure Metering		Multi-pattern, center weighted, spot by imaging element
	Exposure Control		Program AE
	Exposure Compensation		-2EV to +2EV (in 1/3EV steps)
		CCD electronic shutter, mechanical shutter	
Shutter Type	Shutter Speed <sup>7</sup>	Auto	1/2 to 1/2000 Sek.
		Night Scene (BEST SHOT)	4 to 1/2000 Sek.

		EXILIM Zoom EX-Z280	
Aperture*8		F2.6 (W) to F7.8 (W)*9, auto	
White Balance (WB)		Auto WB, Daylight, Overcast, Shade, Day White FL, Daylight FL, Tungsten, Manual WB	
Sensitivity (SOS/REI)*10	Still Images	Auto, ISO64, ISO100, ISO200, ISO400, ISO800, ISO1600, ISO3200	
	Movies	Auto	
Other Recording Functions	Image Stabilization Mechanism	CCD-shift image stabilization	
	Make-up Shot	Yes	
	Lighting	Yes	
	Handheld Night Scene	Yes	
	BEST SHOT		Yes: 39 scenes
		Dynamic Photo	Yes
		Multi-motion Image*11	Yes
		Pre Record Movie	Yes
		YouTube™ Capture Mode	Yes
		AUTO BEST SHOT	Yes
		Voice Recording	Yes
	Face Detection	Yes	
	Auto Shutter	Yes	
	Easy Mode	Yes	
Self-timer		10 seconds, 2 seconds, Triple Self-timer	
Built-in Flash	Flash Mode	Auto, Flash off, Flash on, Soft Flash, Red Eye reduction	
	Flash Range*6	Normal: Approx. 0.15 – 4.2 m (W), Approx. 0.6 – 1.9 m (T)	
	Flash Continuous Shooting*6	Approx. 0.6 – 1.6 m (W), Approx. 0.6 – 0.7 m (T)	
	Flash Charge Time	Approx. 6 seconds	
Monitor Screen		2.7-inch wide TFT color LCD, 114,960 dots (479 x 240)	
Timekeeping Functions	Date and Time	Recorded with image data	
	On-image Time Stamp Function	Yes	
	Auto Calendar	To 2049	
	World Time	162 cities in 32 time zones, city name, date, time, summer time	
Input/Output Terminals		USB/AV port (PAL/NTSC)	
	USB	USB, Hi-Speed USB compatible	
Microphone		Monaural	
Speaker		Monaural	
Power Requirements		Rechargeable lithium ion battery (NP-80) x 1	
Battery Life	Number of Shots (CIPA)*12	Approx. 250 shots	
	Continuous Playback (Still Images)*13	Approx. 7 hrs. 30 min.	
	Continuous Movie Recording Time*14	Approx. 2 hrs.	
	Continuous Voice Recording Time*15	Approx. 6 hrs. 20 min.	
Dimensions (Excluding Projections)		98.2 (W) x 54.9 (H) x 20.1 (D)mm	
		Thinnest part: 19.6mm	
Weight (Excluding Battery and Accessories)		Approx. 112g	
Bundled Accessories		Rechargeable lithium ion battery (NP-80), lithium ion battery charger, AC power cord, USB cable, AV cable, strap, basic reference, CD-ROM	

\*1. When using Panasonic (Matsushita) Pro High Speed 1GB SD Memory Card \*2. When using built-in memory. \*3. With built-in flash off. \*4. When set at maximum image size and normal image quality. \*5. Image is fixed at 1600x1200 pixels and normal image quality. \*6. Range is affected by optical zoom. \*7. Shutter speed range may be different depending on the BEST SHOT scene. \*8. Using optical zoom causes the aperture to change. \*9. F7.8 is the aperture when an ND filter is being used. \*10. SOS: Standard Output Sensitivity. REI: Recommended Exposure Index. \*11 Image size 2048 x 1536 pixels. \*12. Auto Mode, standard brightness monitor setting. \*13. Continuous playback conditions: Temperature: 23°C (73°F), scroll one image about every 10 seconds \*14. Continuous movie recording without zoom \*15. Voice recording times are based on continuous recording.

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