





The Digital Photography SourceBook

Section 1

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For Section 1, Digital Cameras
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PowerShot A460 & A550

5.0 and 7.1-Megapixel Cameras

Feature-packed and offering the latest technological advancements in an easy-to-use design, the 5.0-megapixel PowerShot A460 and 7.1-megapixel PowerShot A550 are the perfect upgrade for owners of existing entry-level cameras as well as first-time digital camera users. The PowerShot A460 features a 4x optical zoom lens, 2" LCD screen, and incorporates Canon's renowned DIGIC II image processor, which delivers superb image quality, fast performance, and excellent battery life. Additional features include an



optical viewfinder and compatibility with MMC, SD and SDHC memory cards.

In addition to its higher resolution, the PowerShot A550 steps-up with an enhanced movie mode that can record 30 fps VGA clips. It also offers a comfortable handgrip, so you'll always feel secure in your shooting. For added convenience, both are powered by two AA batteries.



FEATURES

High Quality

- ◆ With 5.0-megapixels of resolution, the A460 is able to capture superb detail and color, resulting in beautiful prints up to 11 x 14" with excellent sharpness and clarity.
- ◆ With 7.1-megapixels of resolution, the A550 does the same up to 16 x 20" with excellent sharpness and clarity. The higher resolution also means that even if you crop your image, prints will still be breathtakingly beautiful.
- ◆ Capable of shooting close-ups, group shots or scenery, their 4x optical zoom lens (35-140mm equivalent) is made to Canon's demanding specifications. Add the 4x digital zoom, and you have a 16x zoom, letting you single out details from a distance.
- ◆ They deliver high-resolution images without requiring users to exert additional effort. Each uses Canon's AiAF "Smart" autofocus system with Canon's patented iSPS intelligent scene analysis algorithm to determine optimum settings for focusing, exposure and white balance.
- ◆ Canon's DIGIC II Image Processor with iSPS technology improves processing speed and image quality, and assures that every image is colorfully vibrant. Using an internal database of thousands of different photos, iSPS is a scene-recognition technology that works with the DIGIC II processor to improve focus speed and accuracy, as well as exposure and white balance.

Shooting Modes

- ◆ They can record movies with sound - so you can capture your baby's first steps or first words with point and shoot simplicity. The A460 records at up to 640 x 480 at 10 fps (frames per second), while the A550 offers 640 x 480 resolution at 30 fps.
- ◆ They feature 10 (A460) and 11 (A550) shooting modes, automatically adjusting the cameras' settings to match the surroundings. Still shooting modes include Auto, Manual, Portrait, Night Snapshot, Kids and Pets, and other special scene modes.
- ◆ 16:9 widescreen shooting option lets you shoot still photos and movies in a format specially made for viewing on widescreen television sets or your computer monitor.

Direct Printing Options

- ◆ They support direct printing with the Canon Direct Print system. Working seamlessly with Canon's compact photo printers - simply connect the A460 or A550, press the Print/Share button, and within seconds, prints emerge. Direct Print also allows for image preview and editing (including cropping) on the camera before printing, so print are exactly the way you want.
- ◆ PictBridge compatible, they work with PictBridge enabled printers and offer excellent image quality and ease-of-use.

Conveniences

- ◆ They incorporate a 2" LCD screen with 86,000 pixels of resolution, making shooting and playback bright and clear. The A550 adds a selectable grid line display to help users compose their shot.
- ◆ For convenience, they support one-touch automatic downloading to compatible computers, and the supplied software automatically organizes images and movie clips according to the shooting date for easy archiving.
- ◆ The A460 has USB 1.1 interface, while the A550 is equipped with a Hi-Speed USB 2.0 interface offering a fast and easy way to transfer images directly to a computer when the camera is connected via the USB cable.
- ◆ The Print/Share button is an easy way to transfer images directly to a computer when the camera is connected via the USB cable.
- ◆ Powered by AA-size batteries available anywhere. You can also use economical NiMH rechargeable AA batteries.

PowerShot A460 (CAPSA460) 131.95

PowerShot A550 (CAPSA550) 184.95

They include a 16MB Multimedia card, 2x AA alkaline batteries, a USB interface cable, an AV cable, a wrist strap, and a Digital Camera Solution Software CD-ROM.

PowerShot A560 & A570IS

7.1-Megapixel Cameras

Stepping up from the PowerShot A550, the PowerShot A560 and A570 IS are built with the kind of intuitive engineering that makes taking great pictures as simple as pointing and shooting. From the cameras' Face Detection technology that detects multiple human



faces in a scene and the new Red-eye Correction feature that greatly reduces that cursed condition that can occur with flash photography, to the on-board Intelligent Orientation Sensor that automatically detects whether the camera is being held and shot vertically or horizontally, these cameras give users the freedom to shoot and share their photos with incomparable ease. They also feature a large and bright 2.5" 115,000 pixel LCD color display, making it easier to review captured images, perform on-camera editing and read and select menu options.



STEP-UP FEATURES FROM THE POWERSHOT A550 (PREVIOUS PAGE)—

DIGIC III

- ◆ They incorporate DIGIC III, the version of Canon's ultra-efficient image processor. Previously available only on Canon's most advanced digital cameras, DIGIC III offers higher performance levels including faster start up, autofocus and shutter response times, improved image quality and more efficient power consumption; resulting in extended battery life under typical shooting conditions.
- ◆ Canon's Face Detection AF/AE/FE technology can detect, lock on and track multiple human faces in a scene simply by pressing the shutter button halfway. It automatically prioritizes and selects faces, and not simply the closest object. It will then optimize the focus, exposure, and flash to help ensure the best possible results.
- ◆ Working in concert with Face Detection, the "Red-eye Correction" feature helps to detect and correct red-eye during playback mode. Images can be corrected manually while viewing photos on the LCD. Face Detection also ensure in-focus smiles, and assists in the elimination of overexposed faces.
- ◆ With an aggressive noise reduction algorithm, the DIGIC III processor enables them to shoot at ISO equivalent speed ratings from 80 to a super high 1600 for increased low-light flexibility. This sensitivity at the top-end allows the cameras to utilize faster shutter speeds, significantly reducing the effects of camera shake and subject movement during hand-held or low-light photography.

- ◆ Adding to their optical excellence is a fast lens (f/2.6 at wide-angle settings and f/5.5 at telephoto settings). Their range of functions can also be enhanced and expanded with any one of three optional converter lenses – a tele-converter, a wide converter or a close-up lens for macro photography – that attach to the camera's zoom with the addition of the optional LA-DC52G conversion lens adapter.
- ◆ They incorporate a 2.5" LCD screen that gives you the big picture, whether you're shooting, reviewing or showing off images. This high-resolution screen offers a crisp, clear picture to make shooting, playback and using the camera's menu functions especially convenient. Clear and bright, it also features Night Display for easy viewing in low light.

- ◆ They feature 14 shooting modes, including 6 Special Scene Modes, so that you're ready for whatever comes your way.
- ◆ With a highly flexible movie mode, you can create the movie that's perfect for any application. Select from:
 - VGA (640 x 480 pixels) and QVGA (320 x 240 pixels), with frame rates of 30 fps and 15 fps for recording up to 1 hour or 4GB.
 - Fast Frame Rate (QVGA; 320 x 240 pixels) recording at 60 fps for up to 1 minute.
 - Compact Movie Mode (QQVGA; 160 x 120 pixels) recording at 15 fps for up to 3 minutes.

Optical Image Stabilization— PowerShot A570 IS Only

Canon's advanced Optical Image Stabilization (OIS) significantly reduces the effects of camera shake (and the ruined pictures they cause). Not just an electronic "optical illusion" that can diminish image quality in the cause of modest image stability, Canon's "lens shift" optical system actually allows the lens to physically compensate for camera movement, even when that movement is caused by extended telephoto or low-light shooting conditions. The PowerShot A570 IS Digital Camera's OIS is firmly rooted in the technological advances made by Canon in the design and construction of its professional EOS SLR and professional video lenses.

PowerShot A560

(CAPSA560)**229.99**

PowerShot A570IS

(CAPSA570IS)**279.95**

They include a 16MB Multimedia card, 2x AA alkaline batteries, a USB interface cable, an AV cable, a wrist strap, and a Digital Camera Solution Software CD-ROM.



PowerShot A630/A640

8- and 10-Megapixel Cameras

Compact cameras with the highest resolution in their class, the 8-megapixel PowerShot A630 and 10-megapixel PowerShot A640 both feature a rotating 2.5" vari-angle LCD, 4x optical zoom lens and a vast array of creative shooting modes. With their huge megapixel image sensors they allow for creative cropping while providing enough detail for large, high quality prints. It also allows the Safety Zoom feature to offer extra zoom magnification without affecting image quality – up to 16x when shooting small size



images. They offer a range of versatile features for creative photography. A choice of 21 shooting modes includes Program, Aperture and Shutter priority and full Manual modes for complete exposure control. A Second Curtain Sync function on both cameras allows for creative flash exposures, such as light trails. Artistic photo effects can be applied in-camera during and after shooting with My Colors. Combining user-friendly design with advanced functionality, these cameras appeal equally to novice users and serious photo enthusiasts.

FEATURES

High Quality

- ◆ With 8.0-megapixels of resolution, the A630 captures superb detail and color, resulting in beautiful prints up to 16 x 20" with excellent sharpness and clarity. With 10-megapixels of resolution, the A640 does the same with prints up to 17 x 22" with excellent sharpness and clarity. The higher resolution also means that even if you crop your image, prints will still be breathtakingly beautiful.
- ◆ The 4x optical zoom lenses achieve a 35-140mm focal length (35mm equivalent) while allowing the cameras to maintain a compact size. Lens incorporates 8 elements in 7 groups, including two aspherical elements to maximize sharpness across the whole image. With a fast f/2.8-4.1 aperture the lens is remarkably bright at the tele end.
- ◆ AiAF "Smart" autofocus system with Canon's patented iSAFS intelligent scene analysis algorithm determines optimum settings for focusing, exposure and white balance.
- ◆ Canon's DIGIC II Image Processor with iSAFS technology improves processing speed and image quality, and assures that every image is colorfully vibrant. Using an internal database of thousands of different photos, iSAFS is a scene-recognition technology that works with the DIGIC II processor to improve focus speed and accuracy, as well as exposure and white balance.

Movie Modes

- ◆ Create a movie perfect for any application. Select from VGA (640 x 480) at 30 fps and QVGA (320 x 240) at 15 fps for recording up to 1 hour or 1GB. Plus Compact Movie Mode (160 x 120) records at 15 fps for up to 3 minutes. A/V output and supplied cable allows for full screen playback on a TV.

2.5" Vari-Angle LCD Monitor

- ◆ The 2.5" vari-angle LCD monitor can be swiveled 180° to the front of the camera and display either a mirror image or a non-reversed image, so you can shoot from just about any position. Also enables accurate framing from unusual angles, such as those encountered when using the Macro mode.
- ◆ Offers a crisp, clear picture and wider viewing angle to make shooting, playback and using the camera's menu functions especially convenient. Clear and bright, it also features Night Display for easy viewing in low light.
- ◆ Enhanced user interface (UI) retains a selectable Grid Line display to assist with rule-of-thirds compositions, while users can also enable a new 3:2 ratio overlay during shooting to view the printable area for standard photo prints. Playback is enhanced with a warning feature, which indicates overexposed areas in captured images.

Exposure Control

- ◆ They feature 21 shooting modes giving you complete control. The standard shooting modes are Full Auto, Program, Manual, Shutter- and Aperture-priority. Additional modes include Portrait, Landscape, Night Scene, Special Scenes (10), Stitch Assist and Movie.
- ◆ Precision white balance including Auto, a range of pre-set modes and a custom setting.
- ◆ Wide range of ISO-Equivalent speed settings (Auto, ISO 80/100/200/400/800). ISO 800 improves results when shooting in low light settings and enables flash-free photography indoors. The High ISO Auto setting prioritizes fast shutter speeds by automatically using the higher range of ISO sensitivities, reducing the risk of unwanted camera shake.

High Performance

- ◆ Hi-Speed USB 2.0 connection for the fastest possible data transfer speeds when using a Hi-Speed USB 2.0 compatible computer.
- ◆ Two new shooting features: Safety Zoom and Digital Tele-converter. The Safety zoom function allows users to comfortably explore digital zoom without sacrificing image quality while the new Digital Tele-converter digitally emulates having a traditional tele-converter attached.

POWERSHOT A630/A640

My Colors

Canon's enhanced 'My Colors' mode provides you with an incredible range of creative photo effects, which can be accessed directly from the camera with no need for post-processing in a computer. Adjust a specific color within an image to modify the look and feel of your picture. Available My Color playback modes include:

Vivid Blue, Vivid Green, and Vivid Red; lighter and darker skin tones, as well as options for creating black & white, sepia, neutral and positive film effects.

Previously, users could only enable 'My Colors' while shooting. Now, the updated My Colors mode lets you retouch captured images as well, without the need for special software applications.



One-Touch Direct Print

Making spectacular prints doesn't get any easier. Located on the backside of the PowerShot A630 and A640 is the Print/Share button. Combined with one of Canon's Direct Photo printers, or any PictBridge compatible photo printer, and you can enjoy a complete digital imaging solution from nearly anywhere. Simply connect the A630 or A640 to a Canon Selphy or PIXMA Photo Printer or any PictBridge

compatible photo printer, press the lighted Print/Share button and print.

The PowerShot A630 and A640 also make it easy to create ID size prints. Crop the recorded image to the required area and choose from up to 28 different photo sizes. Print multiple ID photos on a single sheet with a Canon Selphy Photo Printer.

Print your movies! With a Canon SELPHY Photo Printer, you can use the Movie Print feature to create an index print of individual frames from a recorded movie. The camera automatically calculates the interval and selects the frames based on the length of the movie and the number of stills required to fill the sheet.

POWERSHOT A710 IS

7.1-Megapixel Camera with Optical Image Stabilization

Very similar to the PowerShot A630/A640, the PowerShot A710 IS features a high resolution 7.1-megapixel CCD, large 2.5" LCD monitor with wide viewing angle, optical viewfinder and a high-quality Canon 6x optical zoom lens, along with Canon's proprietary Image Stabilizer (IS) Technology for steady shooting at all zoom settings. Encased in an elegant dark metallic body, the PowerShot A710 IS also features Digic II processor, 20 shooting modes, 9-point AiAF, ISO 800 and High ISO Auto to reduce image blur and expand low-light shooting capability. Equipped with Fast Frame Rate Movie Mode for shooting high quality movies with sound up to 60 fps QVGA (320x240) or 30 fps VGA (640x480). Print/Share Button offers easy direct printing and downloading, as well as ID Photo Print and Movie Print with Canon Selphy compact photo printers.



SAME AS THE POWERSHOT A630/A640 EXCEPT—

- ◆ 6x optical zoom lens achieves a 35mm focal length equivalent of 35-210mm while allowing the camera to maintain a small form factor. The real-image optical viewfinder enables framing without the LCD through the full focal range, significantly extending battery life.
- ◆ Incorporates optical IS (Image Stabilization) specifically engineered for this compact format using the technology to its professional range of EF lenses. IS counteracts camera shake to reduce blur, enabling photographers to shoot at shutter speeds up to 3 stops slower. It also allows for steadier shots at full zoom and when using the camera's Macro mode. The digital IS control chip processes up to 4000 signals per second, driving precise shifts of the lens element to compensate for any unwanted hand movements. The PowerShot A710 IS's ISO 800 and High ISO Auto mode complement the optical IS by enabling high standards of flash-free shooting in low light or indoor environments.
- ◆ Large 2.5" LCD monitor with wide viewing angle gives you a crisp, clear picture, whether you're shooting, reviewing or showing off your images. Also makes using the camera's menu functions especially convenient. Also features Night Display for easy viewing in low light.
- ◆ 8 position white balance and Intelligent Orientation Sensor for precise white balance calculation.
- ◆ Selectable sensitivity from ISO Selectable Evaluative, center-weighted average and Spot metering for optimum exposure settings.
- ◆ Digital Tele-Converter adds a constant zoom to every shot – 1.5x or 1.9x, depending on the image size selected. While optical converter lenses cause a reduction in aperture and consequently require a slower shutter speed, the Digital Tele-Converter maintains aperture size, reducing the risk of image blur.

A-SERIES SPECIFICATIONS

PowerShot A630 (CAPSA630)

Includes 4 AA Alkaline batteries, a 16MB Multimedia card, a USB interface cable, an AV cable, a wrist strap, and a Digital Camera Solution Software CD-ROM.....**220.95**

PowerShot A640 (CAPSA640)

Includes 4 AA Alkaline batteries, a 32MB Multimedia card, a USB interface cable, an AV cable, a wrist strap, and a Digital Camera Solution Software CD-ROM.....**291.95**

PowerShot A710 IS (CAPSA710)

Includes 2 AA Alkaline batteries, a 16MB Multimedia card, a USB interface cable, an AV cable, a wrist strap, and a Digital Camera Solution Software CD-ROM.....**257.95**

	PowerShot A460	PowerShot A550	PowerShot A560 / A570IS	PowerShot A630	PowerShot A640	PowerShot A710IS
Resolution (Megapixels)	5.0	7.1	7.1 / 7.1	8.0	10.0	7.1
LCD Display (size/pixels)	2.0"/86,000	2.0"/86,000	2.5", 115k	2.5", 115k	2.5", 115k	
Color Modes	Vivid, Neutral, Sepia, Black & White, Custom	Vivid, Neutral, Sepia, Black & White, Custom	Vivid, Neutral, Sepia, Black & White, Custom	Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom Color		
Image File Format	JPEG (SuperFine, Fine, Normal)	JPEG (SuperFine, Fine, Normal)	JPEG (SuperFine, Fine, Normal)	JPEG (SuperFine, Fine, Normal)	JPEG (SuperFine, Fine, Normal)	JPEG (SuperFine, Fine, Normal) Exif 2.2, DPOF, DCF compliant
Video / Audio Recording	AVI Motion JPEG with sound; High (640 x 480 @ 10 fps); Low (320 x 240 @ 30 fps); Compact (160 x 120 @ 15 fps); .WAV (mono)					
Optical / Digital Zoom	4x / 4x	4x / 4x	4x / 4x	4x / 4x	4x / 4x	6x / 4x
Lens Focal Length 35mm Equivalent	5.4mm - 21.6mm 38mm - 152mm	5.8mm - 23.2mm 35mm - 140mm	5.8mm - 23.2mm 35mm - 140mm	7.3mm - 29.2mm 35mm - 140mm	7.3mm - 29.2mm 35mm - 140mm	5.8mm - 34.8mm 35mm - 210mm
Maximum Aperture	f/2.8-5.8	f/2.6-5.5	f/2.6-5.5	f/2.8-4.1	f/2.8-4.1	f/2.8-4.8
Opt. Image Stabilization	—	—	— / Canon IS	—	—	Canon IS
Accessory Lens/Filter Mount	—		52mm w/LA-DC52F Conversion Lens Adapter (Optional) (A570is only)	58mm w/LA-DC58F Conversion Lens Adapter (Optional)	58mm w/LA-DC58F Conversion Lens Adapter (Optional)	58mm w/LA-DC58G Conversion Lens Adapter (Optional)
Focus Type	TTL Autofocus with AF assist lamp	TTL Autofocus with AF assist lamp	TTL Autofocus	TTL Autofocus	TTL Autofocus	TTL Autofocus
Exposure Control Selectable ISO	Auto ISO 80, 100, 200, 400	Auto ISO, High ISO Auto, 80, 100, 200, 400, 800	Auto ISO, High ISO Auto, 80, 100, 200, 400, 800, 1600	Auto ISO, High ISO Auto, 80, 100, 200, 400, 800	Auto ISO, High ISO Auto, 80, 100, 200, 400, 800	Auto, High ISO Auto, 80, 100, 200, 400, 800
Shutter Speed (seconds)	15-1/2000	15-1/2000	15-1/2000	15 - 1/2500	15 - 1/2500	15-1/2000
Aperture Range	f/2.8-5.8 - f/8.0	f/2.6-5.5 - f/8.0	f/2.6-5.5 - f/8.0	f/2.8-4.1 to f/8.0	f/2.8-4.1 to f/8.0	f/2.6-5.5 - f/8.0
Exposure Metering	Evaluative, Spot, Center-weighted avg	Evaluative, Spot, Center-weighted avg	Evaluative, Spot, Center-weighted avg	Evaluative, Spot, Center-weighted avg	Evaluative, Spot, Center-weighted avg	Evaluative, Spot, Center-weighted avg
Effective Flash Range	1.5' - 9.8'	1.5' - 11'	1.5' - 11'	1.5' - 14'	1.5' - 14'	1.8' - 11'
Burst Capability	1.5 fps continuous	1.7 fps continuous	1.7 fps continuous	1.8 fps continuous	1.8 fps continuous	1.7 fps continuous
Accepts Memory Cards	SD, SDHC, MMC	SD, SDHC, MMC	SD, SDHC, MMC	SD, SDHC, MMC	SD, SDHC, MMC	SD, SDHC, MMC
Battery Type	2x AA	2x AA	2x AA	4x AA	4x AA	2x AA
Power Adapter	ACK800 (Optional)	ACK800 (Optional)	ACK800 (Optional)	ACK600 (Optional)	ACK600 (Optional)	ACK800 (Optional)
Computer Interface	USB	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB 2.0
Direct Print Capable	PictBridge	PictBridge	PictBridge	PictBridge, Canon Direct	PictBridge, Canon Direct	PictBridge, Canon Direct
Dimensions (HxWxD)	2.1 x 4.2 x 1.6"	2.3 x 3.6 x 1.7"	2.3 x 3.6 x 1.7"	2.6 x 4.3 x 1.9"	2.6 x 4.3 x 1.9"	2.8 x 3.8 x 1.7"
Weight (Camera Only)	5.8 oz.	5.7 oz.	5.7 oz. / 6.2 oz.	8.7 oz.	8.7 oz.	7.4 oz.

A-SERIES ACCESSORIES

Cases

Deluxe Soft Case (CAPSC60): For the PowerShot A550, A560, A570IS, A630, A640 and older PowerShot A-Series cameras 8.95

Deluxe Soft Case (CAPSC65): For A550, A560, A570IS, A630 and A640. A small pocket on the front stores memory cards or batteries 8.95

Deluxe Soft Case (CAPSC80): For the PowerShot A460 8.95

Side Pack Camera and Accessory Case (CAPSC1): Carries the PowerShot A560, A570IS, and A710 IS. It has a large front pouch with a small zipper pouch and is carried by a shoulder strap 24.95

Waterproof Case for A710 IS (CAWPDC6): Take underwater shots at depths of up to 130'. The clear polycarbonate construction offers a clear view of the camera information and control functions. You can use your camera's internal flash for lighting purposes, or, use the internal flash to trigger an optional slaved external strobe 169.95

Waterproof Case for A630 and A640 (CAWPDC8) 169.95

Waterproof Case for A570 IS (CAWPDC6) CALL

Waterproof Case Weight (CAWWDC1): Used in the Canon Waterproof Case to prevent it from floating while taking pictures underwater. Includes four pieces of weight, plastic pins and weight-securing screws. For A630, A640, A570 IS, and A710 IS 27.95

Lenses

52mm 0.7x Wide-Angle Converter Lens (CAWCDC52): For PowerShot A560 and A570IS. Includes a soft pouch 74.95

58mm 0.7x Wide-Angle Converter Lens (CAWCDC58N): For PowerShot A630, A640, and A710 IS. Includes a lens pouch 144.95

52mm 1.75x Teleconverter Lens (CATCDC52A): For PowerShot A560 and A570IS. Includes a soft pouch 89.95

58mm 1.75x Teleconverter Lens (CATCDC58N): For PowerShot A630, A640, and A710 IS. Includes a lens pouch 99.95

Conversion Lens Adapter (CALADC52G): Needed to use a 52mm Wide-Angle Converter Lens, 52mm Teleconverter Lens or 52mm Close-up Lens on the PowerShot A560 and A570IS CALL

Conversion Lens Adapter (CALADC58F): Provides a 58mm filter mount for adding effects filters or other lens accessories to the PowerShot A630 and A640. Length is 2.1" 24.95

Conversion Lens Adapter (CALADC58G): Conversion lens adapter provides a 58mm filter mount for adding effects filters or other lens accessories to the PowerShot A710 IS 21.95

52mm Close-up Lens 250D (CACUL250D52): For quick and easy close-up photography. For lenses with a focal length from 30 to 135mm. For PowerShot A570 IS. Requires conversion lens adapter 71.95

58mm Close-up Lens 250D (CACUL250D58): For close-up photography. Suited for lenses with a focal length anywhere from 30 to 135mm. For PowerShot A710 IS. Requires conversion lens adapter 86.95



AA NiMH Rechargeable Batteries (CANB4300): 4-pack of high-capacity AA NiMH (2500mAh) rechargeable batteries 19.95

AA Battery and Charger Kit (CACBK4300): Four AA batteries and charger kit for AA powered Canon PowerShot digital cameras 40.95

AC Adapter Kit (CAACK600): Supplies uninterrupted power to the PowerShot A640 and A630 49.95

AC Adapter Kit (CAACK800): Supplies uninterrupted power to the A460, A550, A560, A570 IS, and A710 IS 39.95

High Power Wireless Flash (CAHFD1): A wireless high-power flash that increases the effective flash range up to approximately 30'. It can be hand-held, mounted on a tripod or accessory light stand, or attached to your camera with the supplied mounting bracket. For PowerShot A-Series digital cameras 99.95

PowerShot A-Series Accessory Kit (CAAKPS): For the A550, A560, A570 IS, A630, A640, and A710 IS. The kit consists of an AA Rechargeable Battery and Charger Kit and a PSC-60 Deluxe Soft Case 45.95



PowerShot SD40

Ultra-Compact 7.1-Megapixel Digital ELPH

The fashion plate of the Digital ELPH line of cameras, the PowerShot SD40 Digital ELPH packs 7.1 megapixels into a color-keyed, stainless steel case that bespeaks luxury and is a must have for a memory-making night on the town.

Available in four fashion finishes, the SD40 is a formidable, but fun to use camera. In addition to its megapixel resolution, it features retractable 2.4x optical zoom lens (35mm equivalent of 38-90mm) and an easy-to-read 1.8" backlit LCD monitor with 15 brightness settings. It is also equipped with Digic III Image Processor with Face Detection technology for superior image quality, fast operation and low power consumption.

The SD40 includes an easy-to use-camera station that serves as a charger, enables Hi-Speed USB 2.0 for direct printing and image transfer to a PC, and even includes a wireless remote to facilitate slide show displays when showing images on a TV. A mere 0.94" thick with the lens retracted, 1.78" high and 3.78" long, the camera weighs just 3.7 ounces. Comes in Twilight Sepia, a dark rich brown with gold accents; Precious Rose, a blushing pink attention-getter; Noble Blue, a shade worthy of the finest designer navy suit and, the soft yet solid sophistication of Olive Grey.



FEATURES

- ◆ 7.1-megapixel sensor gives you great cropping capabilities while capturing enough fine detail to guarantee high quality at large print sizes. When you want to get in close, the Canon 2.4x optical zoom takes you there at the touch of a button.
- ◆ Improved responsiveness and color rendering is driven by Canon's DIGIC III image processor. The processor also brings increased noise reduction, extending the camera's ISO range to ISO 1600.
- ◆ The SD40 utilizes Canon's Face Detection AF/AE technology to detect up to nine faces within a frame, and optimize focus and exposure accordingly. In situations where there is strong backlighting, Face Detection AF/AE will automatically use fill-in flash to correctly expose the human subject(s) while maintaining the correct exposure for the background.
- ◆ Record extremely smooth, full-motion movie clips for up to 1 minute long in QVGA at 60 fps (320 x 240 pixels). Select from VGA (640 x 480) at 30 fps and QVGA (320 x 240), at 15 fps for recording up to 1 hour or 4 GB. Plus Compact Movie Mode (160 x 120) records at 15 fps for up to 3 minutes.
- ◆ Boasting 17 different shooting modes – including Special Scene modes and movie modes – the SD40 gives you a wide variety of creative options. A new Aquarium scene mode optimizes colors and controls the flash and ISO when photographing underwater life in glass tanks. Reproduces vivid images of swimming fish without blurring.
- ◆ Bright and sharp, the camera's power-saving LCD monitor measures a full 1.8" with a stunning 118,000 pixel resolution. View your scene before and after you shoot it with extraordinary clarity. And when you're shooting at night, the Night Display function lets you see the display clearly. Also has 15 levels of brightness adjustments.
- ◆ Direct printing and uploading is easier than ever with the camera's Print/Share button. Simply connect the SD40 to a Selphy or PIXMA Photo Printer or any PictBridge compatible printer, press the lit Print/Share button and print.
- ◆ The Print/Share button also acts as a vertical shutter release to make portrait shooting easier. Canon's unique Intelligent Orientation Sensor automatically rotates any vertically shot images or movies to the correct orientation for LCD, TV or PC playback.
- ◆ Image management is made easier by 'My Category', an addition that automatically assigns each photo with a category – people, scenery or event – depending on the shooting mode used and whether Face Detection was activated. These customizable categories are also recognized by Canon's ZoomBrowser EX software which is included for easy PC-based image management.
- ◆ Safety Zoom offers greater telephoto reach and better results when framing distant subjects. By using Safety Zoom, you can expand the possible zoom magnification when shooting smaller size images without worrying about reduced image quality.
- ◆ Ultra compact, the PowerShot SD40 can be carried comfortably and conveniently in pockets or small bags. With an all-metal body available in four chic colors – there is an SD40 to suit any individual style.
- ◆ The SD40 comes with a convenient Camera Station dock that serves as a base for quick and easy printing, PC uploads and battery charging at home or on the go. The dock's wireless controller gives you the ability to control slideshows and movie playback on a TV, straight from the SD40's A/V output, as well as for playback and printing operations.

PowerShot SD600 & SD630

6-Megapixel Digital ELPH Cameras

Bright and bold, chic and sleek, the PowerShot SD600 and SD630 take pictures that are magnificent. Stylish and powerful, these 6-megapixel cameras maintain the petite profile that has characterized the line since its inception while adding big new features designed to make these the boldest and easiest to use Digital ELPH cameras to date.

They include Canon's proprietary DIGIC II image processor dramatically reduces "noise" for better image quality and achieve ISO equivalent speed ratings ranging from 80 to 800.

This increased sensitivity allows the use of faster shutter speeds, thereby reducing the effects of camera shake and subject blur during hand-held photography in low light.

Light weight and feature packed, these fashionable Digital ELPH models can easily slip into a pocket or nestled in a purse making them the quintessential go-anywhere cameras. Despite their diminutive dimensions, the PowerShot SD600 features a large 2.5" the SD630 a huge 3" easy-to-read 173,000-pixel LCD screen. The PowerShot SD630 also features an innovative touch control dial—similar to those found on MP3 players.



FEATURES

- ◆ 6-megapixels of resolution ensures the kind of detail that makes ordinary images extraordinary, and gives you the freedom to crop images and produce large prints that are true-to-life and filled with rich detail.
- ◆ Genuine Canon 3x optical zoom lens (35mm equivalent of 35-105mm) brings you in close for the details that will make your images startling and bold.
- ◆ High speed start-up, fast autofocus, smooth continuous shooting, faster overall processing and superior image quality thanks to the revolutionary DiGiC II Imaging Processor.
- ◆ ISO 800 setting reduces the effects of camera shake and sharpens subjects in low-light situations when shooting with high shutter speeds, giving you greater flexibility.
- ◆ Beautiful and functional, they have a compact (only 0.8" thick) and stylish metallic body that achieves a look of classic elegance.
- ◆ 16:9 widescreen recording mode produces images that are perfect for your widescreen TV or computer monitor.
- ◆ Flexible movie modes lets you record smooth, full-motion QVGA (320 x 240) movie clips for up to 1 minute at 60 fps or VGA (640 x 480) and (320 x 240) with frame rates of 30 fps and 15 fps for up to 1 hour or 1GB (whichever comes first).
- ◆ Pre-set scene modes customized for Portrait, Macro, Night Snapshot, Kids & Pets, Indoor, Foliage, Snow, Beach, Fireworks, and Underwater deliver excellent results in almost any situation.
- ◆ High precision white balance (7 positions) and built-in Intelligent Orientation Sensor allows precise white balance, AE and AF calculation.
- ◆ For creative experimentation, Color Accent and Color Swap modes enable dramatic color effects to be applied to images and movies direct from the camera - you can keep one color and change the rest to black and white with Color Accent, or exchange one color for another with Color Swap.
- ◆ 'My Colors' modes including Vivid, Neutral, Sepia, B&W, Positive Film, Lighter/Darker Skin Tone, Vivid Red/Blue/Green and Custom Color, lets you customize color preferences while shooting—and after shooting.
- ◆ USB 2.0 (Hi-Speed) interface lets you enjoy the highest possible data transfer speeds when using a USB 2.0 compatible computer.
- ◆ Print/Share Button allows easy 'one push' printing and downloading straight from the camera. They offer direct photo printing with Canon direct printers and other Pict-Bridge compatible models as well. Support Exif 2.2 tagging allowing superior print image processing.
- ◆ Bundled with Canon's complete image management software suite for fast and easy download, display, email and printing, creating panoramic pictures and storage.

Huge 3" LCD Screen (SD630 Only)

The PowerShot SD630 incorporates a huge 3" LCD screen for a truly eye-opening view. The high-resolution screen offers a crisp, clear picture and wider viewing angle to make shooting, playback and using the camera's menu functions especially convenient. And when you're shooting at dusk or at night, the Night Display function lets you see the display clearly. Perfect for parties, the LCD night display function assists shooting subjects in darkness.



PowerShot SD750 & SD1000

7.1-Megapixel Digital ELPH Cameras

Pushing the envelope of easy image excellence, without leaving a telltale bump or bulge when discretely deposited in a pocket or purse, the PowerShot SD750 and PowerShot SD1000 Digital ELPH cameras take pictures that pop with color, clarity and a dramatic dollop of eye appeal.

The SD750 design offers artfully sculpted contours, evocative etched surfaces and even the option of dual-tone, silver and midnight matte black face and full-black back panel that blends seamlessly with its large 3" LCD display. These smooth contours create an integrated "solid form" shape that is comfortable in your hand and appealing to the eye. Also available in the traditionally finished case with its timeless brushed silver patina and brilliant gloss highlights. A "Touch Control Dial" on the rear panel that provides fingertip access to many operations including mode selection, ISO speed and other value settings. Lightweight and compact, weighs less than 5 oz. and measures 3.5 x 2.25 x 0.75" (WxHxD). The PowerShot SD1000 offers the choice of either original silver or dual-tone matte black and silver design case. It dispenses with the contours of the PowerShot SD750 in favor of a more, modern, minimalist aesthetic with cleanly rendered lines and squared-off edges. Adding to the camera's crisp presentation, the dual-tone model is edged in the matte-black accent, in addition to creating an eye-catching, matte black finish on the barrel of the camera's 3x (35-105mm equivalent) optical zoom lens and the ELPH trademark "circle" that rings the lens. It features a 2.5", 230,000 pixel PureColor LCD display, an optical viewfinder and offers the traditional ELPH function setting button. Smaller than a deck of playing cards, the PowerShot SD1000 weighs in at less than 4.5 ounces, and measures 3.4 x 2.1 x 0.76" (WxHxD).



STEP-UP FEATURES FROM THE SD600 AND SD630 (PREVIOUS PAGE)—

- ◆ 7.1 megapixel resolution ensures that images are captured with all the detail needed for large photo quality prints.
- ◆ Genuine Canon 3x optical zoom lens performs with all the clarity and brilliance you'd expect from the world's leader in advanced optics technology.
- ◆ The lens incorporates Canon UA lens elements - a type of glass-molded aspherical lens that has an ultra high refractive index, and is typically found on canon professional SLR lenses. 4x digital zoom gets you extra close with a combined zoom range of 12x.
- ◆ They have 17 easy-to-use shooting modes including a wide selection of Special Scene modes such as Portrait, Indoor and Night Snapshot, and you can quickly access these modes via the Touch Control Dial.
- ◆ They offer 'My Colors' photo effects which allows artistic photo effects to be applied in-camera both during and after shooting.

DIGIC III Processor with Face Detection AF/AE

DIGIC III processor delivers fast, responsive camera performance and superb image rendering. It also drives Canon's Face Detection technology, ensuring accurate and bright people shots by automatically detecting faces in a scene and optimizing focus and exposure accordingly. Because the technology is hardware-based, it operates at the same rapid speed as Canon's standard AiAF. Furthermore, the processor incorporates iSAFS scene-recognition technology using a database of thousands of photos to improve focus speed and accuracy, as well as exposure and white balance.

- ◆ ISO 1600 and High ISO Auto settings that reduce the effects of camera shake and sharpen subjects in low-light situations, giving you greater flexibility for shooting.
- ◆ Record high quality video at 640 x 480 at 30 fps or 320 x 240 at 15 fps. Fast Frame Rate recording shoots 320x 240 video at 60 fps for extremely smooth playback or for motion analysis. To send video by e-mail or put on a website, you can records 160 x 120 at 15 fps for up to 3 minutes. Time Lapse records VGA at 1 or 2 second intervals then plays back at 15 fps for beautiful fast motion.
- ◆ The Red-eye Correction feature automatically detects and corrects instances of red-eye — making your pictures look more professional. However, if not automatically detected, it can easily be corrected manually during playback mode right in the camera.
- ◆ Their LCD screens provide vivid, high-resolution viewing and are protected by a scratch-resistant anti-reflection coating. Whether shooting or reviewing images, the PureColor LCD screen offers a crisp, clear picture to make shooting, playback and menu functions especially convenient.

PowerShot SD750: Available in Silver (CAPSSD750S) or Black (CAPSSD750B)

PowerShot SD1000: Available in Silver (CAPSSD1000S) or Black (CAPSSD1000B)

PowerShot SD800 IS & SD900

7.1- and 10-Megapixel Digital ELPH Cameras

The 7.1 megapixel PowerShot SD800 IS features an optical image stabilization that doesn't degrade image quality like electronic or "digital image stabilization systems". Canon's lens shift-type stabilization system preserves maximum optical quality while providing up to three stops of shake correction in shutter speed equivalent. The camera also offers superb low-light performance due to the combination of optical IS and a top ISO speed of 1600. For high performance, an optical 3.8x wide range zoom lens (35mm equivalent of a 28-105mm) employs Canon's UA lens technology that permits a longer zoom capability in a smaller amount of space. 2.5" high-resolution LCD screen with a bright, easy-to-read viewing area is set into the camera's rugged, stainless steel shell with its iconic perpetual curve design. Weighs 5.2 oz. and measures 3.5 x 2.3 x 0.99" (WHD).



The flagship of the Digital ELPH camera line, the 10-megapixel PowerShot SD900 takes the attractive and comfortable feel of the "perpetual curve design" and renders that body in strong and durable—but lightweight Titanium. About the size of a deck of cards, the SD900 features a 3x (37-111mm equivalent) optical zoom lens, and a brilliantly enhanced, 2.5" 230,000-pixel, color LCD screen with a wide viewing angle making images and camera menus easy to see in a wide range of lighting conditions. For more flexibility, the SD900 includes a 1.4x/2.3x digital tele-converter for extended shooting capabilities. For those who wish to shoot dramatically higher resolution video

sequences, the camera's XGA 15fps movie mode is just the ticket. When combined with high capacity 4GB SDHC memory cards, it can capture action for up to 33 minutes per clip. Weighs 5.8 oz. and measures 3.6 x 2.35 x 1.1" (WxHxD).

FEATURES

PowerShot SD800 IS

- ◆ Offering a 35mm focal length equivalent of 28-105mm, the 3.8x optical zoom lens allows photographers to capture architectural photos, wider panorama and group shots.
- ◆ The lens incorporates Canon's optical Image Stabilizer to counteract the effects of camera shake for steady "shake-free" performance in low light, at full zoom or when shooting from moving vehicles.
- ◆ Unlike electronic or "digital image stabilization systems" that typically degrade image quality, Canon's lens shift-type stabilization system preserves maximum optical quality while providing up to three stops of shake correction in shutter speed equivalent.
- ◆ Other features include DIGIC III Image Processor with Face Detection technology; ISO 1600 and High ISO Auto settings; 640 x 480 video at 30 fps; 17 shooting modes and My Colors; flexible printing options.

PowerShot SD900

- ◆ Used in aircraft engines for its high strength and light weight, titanium gives the SD900 impeccable presence and style, and the evolution of Canon's Perpetual Curve design is a stunning aesthetic achievement. Its strength and anti corrosion properties combine with the camera's build quality to offer durability without compromising size or weight.
- ◆ 'My Category' automatically assigns each photo with a category - people, scenery or event - depending on the shooting mode used and whether Face Detection was activated. These categories are recognized by Canon's bundled ZoomBrowser EX software.
- ◆ Record extremely smooth, high-resolution movie clips in XGA (1024 x 768 pixels) at 15 fps. When combined with a 4GB SDHC memory card, this diminutive digital dynamo can capture action for up to 30 minutes straight. Also offers 640 x 480 at 30 fps or 320 x 240 at 15 fps for recording up to 1 hour or 4GB. Compact Movie Mode (160 x 120 records at 15 fps for up to 3 minutes.
- ◆ Safety zoom function allows users to comfortably explore digital zoom without sacrificing image quality
- ◆ 1.4x/2.3x Digital Tele-converter digitally emulates traditional optical tele-converters.



Coach Edition Gift Set (CAPSSD900CK): This gift set includes the sleek, titanium PowerShot SD900 Digital ELPH in its own luxurious, custom-made Coach leather carrying case, including an exclusive Coach Edition metal neck strap for your convenience.

DIGITAL ELPH SPECIFICATIONS

	PowerShot SD40	PowerShot SD600 / 630	PowerShot SD750	PowerShot SD800 IS	PowerShot SD900	PowerShot SD1000
Resolution (Megapixels)	7.1	6.0	7.1	7.1	10.0	7.1
LCD Display (size/pixels)	1.8", 118,000	2.5", 173k / 3.0", 173k	3.0", 230,000	2.5", 207,000	2.5", 230,000	2.5", 230,000
Color Modes	Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom Color	Vivid, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom Color	Normal, Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom Color	Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom Color	Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom Color	Normal, Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom Color
Image File Format	JPEG (SuperFine, Fine, Normal) Exif 2.2, DPOF, DCF compliant					
Video Recording	AVI Motion JPEG with Audio	AVI Motion JPEG with Audio	AVI Motion JPEG with Audio	AVI Motion JPEG with Audio	AVI Motion JPEG with Audio	AVI Motion JPEG with Audio
High	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps
Medium	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps
Low	320 x 240 @ 15 fps	320 x 240 @ 15 fps	320 x 240 @ 15 fps	320 x 240 @ 15 fps	320 x 240 @ 15 fps	320 x 240 @ 15 fps
Fast Frame Rate	320 x 240 @ 60 fps	320 x 240 @ 60 fps	320 x 240 @ 60 fps	320 x 240 @ 60 fps	320 x 240 @ 60 fps	320 x 240 @ 60 fps
Compact	160 x 120 @ 15 fps	160 x 120 @ 15 fps	160 x 120 @ 15 fps	160 x 120 @ 15 fps	160 x 120 @ 15 fps	160 x 120 @ 15 fps
Audio Recording	.WAV (mono)	.WAV (mono)	.WAV (mono)	.WAV (mono)	.WAV (mono)	.WAV (mono)
Optical / Digital Zoom	2.4x / 4x	3x / 4x	3x / 4x	3.8x / 4x	3x / 4x	3x / 4x
Lens Focal Length 35mm Equivalent	6.3 mm - 14.9 mm 38 mm - 90 mm	5.8mm - 17.4mm 35mm - 105mm	5.8mm - 17.4mm 35mm - 105mm	4.6mm - 17.3mm 28mm - 105mm	7.7mm - 23.1mm 37mm - 111mm	5.8mm - 17.4mm 35mm - 105mm
Maximum Aperture	f/3.2-5.4	f/2.8-4.9	f/2.8-4.9	f/2.8-5.8	f/2.8-4.9	f/2.8-4.9
Optical Img Stabilization	—	—	—	✓	—	—
Focus Type	TTL Autofocus	TTL Autofocus	TTL Autofocus	TTL Autofocus	TTL Autofocus	TTL Autofocus
Exposure Control	Auto ISO, High ISO Auto	Auto ISO, High ISO Auto	Auto ISO, High ISO Auto	Auto ISO, High ISO Auto	Auto ISO, High ISO Auto	Auto ISO, High ISO Auto
Selectable ISO	80, 100, 200, 400, 800, 1600	80, 100, 200, 400, 800	80, 100, 200, 400, 800, 1600	80, 100, 200, 400, 800, 1600	80, 100, 200, 400, 800, 1600	80, 100, 200, 400, 800, 1600
Shutter Speed (seconds)	15-1/1600	15 - 1/1500	15 - 1/1500	15 - 1/1600	15-1/2000 seconds	15 - 1/1500
Aperture Range	f/3.2-5.4 (max.)	f/2.8-4.9 (max.)	f/2.8-4.9 - f/8.0	f/2.8-5.8 (max.)	f/2.8-4.9 (max.)	f/2.8-4.9 (max.)
Exposure Metering	Evaluative, Center-weighted average, Spot	Evaluative, Center-weighted average, Spot	AiAF Evaluative, Center-weighted average, Spot	Evaluative, Center-weighted average, Spot	Evaluative, Center-weighted average, Spot	AiAF Evaluative, Center-weighted average, Spot
Effective Flash Range	1' - 6.6'	1.6' - 11'	1.6' - 11'	1.6' - 13'	1.6' - 17'	1.6' - 11'
Burst Capability	1.6 fps continuous	2.1 fps continuous	1.7 fps continuous	1.7 fps continuous	2.1 fps continuous	1.7 fps continuous
Compatible Memory Cards	Secure Digital SD High Capacity MultiMedia Card	Secure Digital SD High Capacity MultiMedia Card	Secure Digital SD High Capacity MultiMedia Card	Secure Digital SD High Capacity MultiMedia Card	Secure Digital SD High Capacity MultiMedia Card	Secure Digital SD High Capacity MultiMedia Card
Battery Type	NB-4L Li-ion	NB-4L Li-ion	NB-4L Li-ion	NB-5L Li-ion	NB-5L Li-ion	NB-4L Li-ion
Power Adapter	CA-DC20 Included	ACK-DC10 Optional	ACK-DC10 Optional	ACK-DC30 Optional	ACK-DC30 Optional	ACK-DC10 Optional
Computer Interface	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB 2.0
Direct Print Capable	PictBridge	PictBridge, Canon Direct Print	PictBridge	PictBridge	PictBridge	PictBridge
Dimensions (HxWxD)	1.8 x 3.8 x 0.9"	2.1 x 3.4 x 0.9"	2.3 x 3.6 x 0.8"	2.3 x 3.5 x 1.0"	2.4 x 3.6 x 1.2"	2.1 x 3.4 x 0.76"
Weight (Camera Only)	3.7 oz.	4.9 oz.	4.6 oz.	5.3 oz.	5.8 oz.	4.4 oz.

DIGITAL ELPH ACCESSORIES

Deluxe Leather Case (CAPSC1000)

Semi-hard leather grey digital camera case for the PowerShot SD1000.....**29.95**

Deluxe Leather Case (CAPSC55)

A soft leather belt case that is carried by the original camera wrist strap**18.95**

Deluxe Leather Case

A fitted case made to carry a PowerShot SD40. Carries the camera only. Available in Black (CAPSC45B) and Pink (CAPSC45P)**17.95**

Side Pack Camera and Accessory Case (CAPSC1)

Carries the PowerShot SD40, SD600, SD630, SD750, SD800 IS or SD900. It has a large front pouch with a small zipper pouch and is carried by a shoulder strap**24.95**

Waterproof Case (CAWPDC4)

Take underwater shots with the SD600 at depths of up to 130'. Also ideal for taking worry-free pictures in the rain, at the beach, or on the ski slopes**174.95**

Waterproof Case (CAWPDC3)

Take underwater shots with the SD630 at depths of up to 130'**174.95**

Waterproof Case (CAWPDC14)

Take underwater shots with the SD750 at depths of up to 130'**CALL**

Waterproof Case (CAWPDC9)

Take underwater shots with the SD800 IS at depths of up to 130'**169.95**

Waterproof Case (CAWPDC7)

Take underwater shots with the SD900 at depths of up to 130'**169.95**

Waterproof Case (CAWPDC13)

Take underwater shots with the SD1000 at depths of up to 130'**CALL**

All Weather Case (CAAWDC40)

Take underwater shots with the SD40 at depths of up to 9.8'**119.95**

Waterproof Case Weight (CAWWDC1)

Used in the waterproof cases to prevent them from floating while taking pictures underwater. It includes four pieces of weight, plastic pins and weight-securing screws. For the SD600, SD630, and SD900.....**27.95**

Compact Power Adapter (CACADC20)

For the PowerShot SD40.....**22.95**

**Battery Pack (CANB5L)**

A high-capacity 3.7v, 1120mAh rechargeable lithium-ion battery for the SD800 IS and SD900. It has no memory effect, so you can recharge partially drained batteries without reducing performance.....**44.95**

Battery Pack (CANB4L)

A high-capacity 3.7v 760mAh rechargeable lithium-ion battery for the SD40, SD600, SD630, SD750 and SD1000. It has no memory effect, so you can recharge partially drained batteries without reducing performance..**46.95**

Battery Charger (CAB2LV)

Designed to charge the NB-5L battery**39.95**

Battery Charger (CAB2LV)

Designed to charge the NB-4L battery**39.95**

High Power Wireless Flash (CAHFDC1)

A wireless high-power flash that increases the effective flash range up to approximately 30'. It can be hand-held, mounted on a tripod or accessory light stand, or attached to your camera with the supplied mounting bracket. For all Digital ELPH cameras**99.95**

AC Adapter Kit

Designed to supply uninterrupted power to your camera while downloading pictures to your computer, for extended work in a studio, or while viewing images when connected to your TV or VCR. Available for the SD800 IS and SD900 (CAACKDC30) and the SD40, SD600, SD630, SD750 and SD1000 (CAACKDC10)....**49.95**

Camera Station (CACSDC1A)

Recharges the SD40's battery, and allows image transfers to a computer, direct print functions, and AC-driven video output. It includes a wireless remote control for playback and printing operations.....**22.95**

Digital ELPH Accessory Kit 5 (CAAKDE5)

The Accessory Kit 5 for the SD800 IS and SD900 provides a quality leather case, an additional NB-5L lithium-ion battery, and a stylish metal neck strap that beautifully matches the camera.....**49.95**

Digital ELPH Accessory Kit 4 (CAAKDE4P)

The Accessory Kit 5 for the SD600, SD630, SD750 and SD1000 includes a compact soft leather case, an NB-4L lithium-ion battery, and a fashionable metal neck strap that matches the camera.....**46.95**

POWERSHOT TX1

ELPH-Sized 7.1-Megapixel Digital Still and HD Video Camera

With an ELPH-sized footprint and vertical profile, the PowerShot TX1 offers a hint of its double-duty photo and HD video capabilities—mixing the best of photography and video features like never before. At first glance, the PowerShot TX1 looks familiar...pocket-sized, stainless steel case with textured accents and packed with cutting-edge photo technology. Incredibly compact, the TX1 fits in a small evening bag or shirt pocket at a football game or a family function; at home or on a business trip. Yet with the simple press of the power button - this camera comes alive. A stainless-steel barrier on the camera's leading-edge slides away to unleash a powerful and optically image-stabilized 10x optical zoom. Unfold a simple yet securely hinged housing, and an 115,000-pixel Vari-Angle LCD screen is freed to swivel camcorder-like from the side. But what sets the TX1 apart from anything else on the planet, is the ability to record 30 fps (High Definition) 720p widescreen (16:9) while recording 44.1 kHz CD quality stereo sound. What's more, a convenient component video output terminal lets you playback movies or high quality stills on high-definition TVs.



FEATURES

High Quality

- ◆ 7.1-megapixel sensor gives you great cropping capabilities while capturing enough fine detail to guarantee high quality at large print sizes. When you want to get in close, the 10x optical zoom takes you there at the touch of a button.

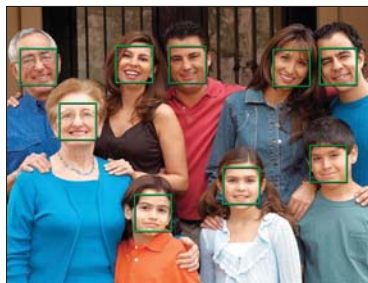
DIGIC III

- ◆ The “brain” of the camera is Canon’s ultra-efficient DIGIC III image processor. It powers the higher performance levels that include faster start up, autofocus and shutter response times, improved image quality and more efficient power consumption.

Optical Image Stabilization

- ◆ To augment the extensive range of the camera’s 10x optical zoom lens (39-390mm equivalent), Canon included its advanced optical image stabilization (OIS) system to significantly reduce the blurring effects of camera shake that can occur at long zoom settings or during long exposures.
- ◆ Superior to electronic IS systems that simply use software to mask movement, Canon’s OIS actually shifts the lens to compensate for unwanted motion, making it easier to snap great images and smooth movies, when the camera is hand-held.

Advanced Face Detection and Red-Eye Correction



With Canon’s new Face Detection AF/AE/FE function, the camera can detect, lock on, and track multiple human faces in a scene. The face detection algorithm automatically prioritizes and selects faces (based on Canon’s Intelligent Scene Analysis/iSAPS technology). It will then optimize the focus, exposure and flash to help ensure the best possible results for even easier picture taking moments. The result is flattering portraits and group shots where all of the subjects are in clearer focus and accurately exposed.

Compared to previous Canon cameras with Face Detection technology, the PowerShot TX1 digital camera adds several improvements, including the ability to use the function for movies as well as still images, the ability to detect faces that are further away or not aimed directly at the camera, and better control of flash exposure.

Working with the camera’s Face Detection technology, Canon’s new Red-eye Correction feature helps detect and corrects, during playback mode, that bothersome by-product of flash photography. Images can be corrected manually while viewing photos on the LCD screen to help vanquish red-eye, once and for all. Because most images will no longer require laborious post-processing with a computer, the new in-camera Red-eye Correction feature is ideal for direct printing.

ISO-Metrics

As an added benefit of the DIGIC III image processor’s more aggressive noise reduction, the PowerShot TX1 digital camera can shoot at ISO equivalent speed ratings from 80 to as high as 1600. This increased sensitivity at the top-end allows users to select faster shutter speeds, adding additional stability and reducing the danger of camera shake and subject blur during hand held, low-light photography. What’s more, the TX1 digital camera offers users the option of Canon’s new “Auto ISO Shift” feature which, at the touch of a button, can accurately increase the ISO up to 800, further offsetting camera shake due to low-light or unsteady shooting conditions.

PowerShot TX1

Shooting Modes

- ◆ The PowerShot TX1 comes equipped with 14 shooting modes, allowing for a myriad of different photo preferences and conditions including Automatic, Manual, Super Macro, Color Accent, Color Swap, Stitch-Assist, Movie (including HD), and seven Special Scene Modes: Portrait, Night Snapshot, Indoor, Foliage, Snow, Beach and Aquarium.
- ◆ Newly adapted for the PowerShot TX1's 7.1 megapixel CCD image sensor, MovieSnap enables users to capture high-resolution still images while recording movies, helping to ensure that milestone memories are preserved for picture frames, photo albums and e-mail sharing as well as for video viewing.
- ◆ 1.8" Vari-Angle LCD screen swings out, permitting the user to compose shots from virtually any position, such as over-the-head or under the knees, while the screen's 15-level brightness adjustment makes it easier to view images under a variety of real-world lighting conditions. A new multi-layer coating is glare and scratch resistant, providing enhanced resistance to dust and fingerprints.
- ◆ Clearly, not all images are vertical, even those taken with a vertically-designed camera. Canon's on-board Intelligent Orientation Sensor automatically detects whether the camera is being held vertically or horizontally, so PowerShot TX1 users have the freedom to shoot and share their photos quickly and with incomparable ease.
- ◆ The versatile PowerShot TX1 helps users to shoot home movies that can look like the next Hollywood blockbuster while recording 44.1 KHz CD quality stereo sound.
- ◆ Take full advantage of the 10x optical zoom lens and image stabilization while shooting movies, which is a rare feature in most digital cameras. In addition to recording widescreen 720p HD movies at a rate of 30 fps for stunning high definition clarity, the PowerShot TX1 shoots high-quality VGA (640 x 48) movies at 30 fps (in a traditional 4:3 aspect ratio) and has the option of shooting at 30 fps or 60 fps in the QVGA 320 x 240-pixel setting (also in 4:3 format).
- ◆ The PowerShot TX1 digital camera accommodates standard SD memory cards and the new, high-capacity SDHC memory cards as well as MultiMedia and MMC Plus cards.

PowerShot TX1 Specifications

Type of Camera	Compact digital still camera with built-in flash, 10x optical/4x digital/40x combined zoom with Optical Image Stabilizer (IS) System
Image Capture Device	7.1 megapixel, 1/2.5 inch type Charge Coupled Device (CCD)
Total/Effective Pixels	Approx. 7.4 megapixels/Approx. 7.1 megapixels
Lens Focal Length	6.5-65.0mm f/3.5-5.6 (35mm film equivalent: 39-390mm)
Focusing Range	Normal: 1.6'-infinity (WIDE), 3.3'-infinity (TELE), Macro: 3.9"-1.6' (WIDE), Super Macro: 0-3.9" (WIDE)
Autofocus System	TTL Autofocus
LCD Monitor	1.8" low-temperature poly-crystalline silicon TFT color LCD (vari-angle) Brightness adjustment: 15 levels; Approx. 115,000 pixels; 100% LCD coverage
Shutter Speed	15-1/2500 sec.; Long shutter operates with noise reduction when manually set at 1.3-15 sec.
ISO Sensitivity	Auto, High ISO Auto, ISO 80/100/200/400/800/1600 equivalent (Standard Output Sensitivity, Recommended Exposure Index)
Light Metering Method	Evaluative (Control to incorporate facial brightness in Face Detection AF), Center-weighted average, Spot (Metering frame is fixed to the center)
Exposure Control/Compensation	Program AE; AE Lock is available/ +/-2 stops in 1/3-stop increments
White Balance Control	Auto, Preset (Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H), Custom
Built-in Flash	Auto, Auto with Red-eye Reduction, Auto with Slow Synchro, Flash On, Flash On with Red-eye Reduction, Flash On with Slow Synchro, Flash Off
Flash Range	Normal: 1.6-6.6' (W), 3.3-3.9' (T), Macro: 1.1-1.6' (W, when sensitivity is set to ISO Auto)
Shooting Modes	Auto, Camera M, Special Scene (Portrait, Foliage, Snow, Beach, Aquarium, Indoor, Night Snapshot), Color Accent, Color Swap, Super Macro, Stitch Assist, Movie
Continuous Shooting	Normal: Approx. 2.2 fps; AF: Approx. 1.1 fps
Storage Media	SD Memory Card, SDHC Memory Card, MultiMediaCard, MMC Plus Card
Number of Recording Pixels	Still Image: 640 x 480 (Small), 1,600 x 1,200 (Medium 3), 2,048 x 1,536 (Medium 2), 2,592 x 1,944 (Medium 1), 3,072 x 2,304 (Large), 3,072 x 1,728 (Widescreen) Movie: 1280 x 720/640 x 480 (30 fps/30 fps LP), 320 x 240 (60 fps/30 fps) available up to 4GB or 1 hour for each file size.
Dimensions/Weight	3.5 x 2.4 x 1.1" (WHD); weighs approx. 7.76 oz. (camera body only)

Supplied Accessories

PowerShot TX1 body, NB-4L lithium battery pack, CB-2LV battery charger, 32MB MMC Plus card, wrist strap, Digital Camera Solution CD-ROM, USB interface cable, stereo video cable, and component cable.



Optional Accessories

Side Pack Camera and Accessory Case (CAPSC1)	24.95
Rechargeable 3.7v 760mAh Lithium-Ion Battery (CANB4L)	46.95
AC Adapter Kit (CAACKDC10): Consists of CA-DC10 compact adapter, DR-10 DC coupler and power cable to supply uninterrupted power	49.95
Replacement Charger for 3.7v 760mAh Lithium-Ion Battery (CACB2LV)	39.95

PowerShot S3 IS

6-Megapixel Digital Camera with 12x Optical Zoom

Switch on the PowerShot S3 IS and straight away you realize you're in the presence of an outstanding camera. Elegant with its gun-metal finish, it houses a remarkable Canon 12x optical zoom lens within its compact, intuitive design. The zoom, along with the Optical Image Stabilizer, delivers pin-sharp precision and vibrant colors throughout its extensive focal range. The 6-megapixel CCD, Ultrasonic Motor (USM) and advanced movie-making capability are just some of the technological features that give you the power and flexibility to extend your creativity to the limits. Best of all, whether engaged in VGA quality videography at 30 frames per second (fps) with stereo sound recording, high-resolution still photography, or capturing both at the same time, this affordable and adaptable camera remains the ultimate example of "easy to use".



FEATURES

Optical Image Stabilizer

Canon's lens shift-type Optical Image Stabilizer (OIS) system counteracts the camera shake caused by slight hand movements. Vibration sensors detect the angle and speed of movement and send this information to a processor, allowing the camera to compensate. This adds stability to hand-held, telephoto or moving shots and enables shooting at shutter speeds of up to three stops slower with no noticeable increase in image blur.

9-Point AiAF with FlexiZone AF/AE

9-point AiAF (Artificial Intelligence Auto Focus) automatically scans and selects subjects from a set of nine focusing areas across the scene to ensure accurately focused images even when subjects are not in the center of the frame. FlexiZone AF/AE lets users manually select the focus point from almost any point in the frame by moving the auto focus window in the viewfinder. Exposure is linked to the focus point to ensure that the chosen subject is accurately focused and exposed.

Shoot and View Widescreen Images

The PowerShot S3 IS features a Widescreen mode (2816 x 1584 recording pixels) for capturing still images in 16:9 format - perfect for viewing images on widescreen television or printing wide (10 x 20cm) photos with a Selphy CP720 or CP730 Compact Photo Printer.

Canon 12x Optical Zoom Lens



- ◆ The impressively long 12x optical zoom lens in the PowerShot S3 IS incorporates the same technologies used in Canon's professional EF lenses. An Ultrasonic Motor (USM) drives rapid and near-silent zoom operation, and an Ultra-low Dispersion (UD) lens element significantly reduces chromatic aberration in telephoto shots. Furthermore, the 4x Digital Zoom brings combined zooming power all the way to 48x (35mm focal length equivalent of a 1728mm lens) for superb detail at sporting events, school concerts and more.
- ◆ The 12x optical zoom lens (48x combined) is equivalent to a 35mm focal length range of 36mm to 432mm – and a maximum aperture of f/2.7 to f/3.5. The zoom is powered by Canon's super-fast and virtually silent Ultrasonic Motor (USM) that allows you to shoot an incredible range of scenes – especially animals or live performances. The Super Macro mode further expands your creative repertoire by letting you get as close as 0-4.0" to your subject and create interesting, life-size images without compromising on quality.
- ◆ Despite the extraordinary range of the zoom lens, it retracts securely into the camera when it is powered down.
- ◆ For those seeking still greater optical capabilities, Canon offers an optional 1.5x Tele Converter, a 0.75x Wide Converter and a high-quality dual element Close-Up Lens).

DIGIC Processor and iSAPS Technology

Canon's exclusive DIGIC Imaging Processor revolutionizes how you shoot digital by allowing the camera to process images faster and improving the accuracy of the autofocus. DIGIC also reduces the effects on noise in your images. iSAPS Technology is a new scene-recognition technology developed for digital cameras by Canon. Using an internal database of thousands of different photos, iSAPS works with the fast DIGIC Imaging Processor to improve focus speed and accuracy, as well as exposure and white balance.

PowerShot S3 IS

High Performance

- ◆ Large 2" Vari-Angle LCD screen swings out allowing you to compose shots including self-portraits without having to twist and maneuver into uncomfortable positions.
- ◆ A High ISO Auto setting and ISO 800 further extend the camera's low light shooting capabilities. High ISO Auto automatically sets exposure using the higher range of ISO sensitivities, enabling faster shutter speeds in low light and increased image stability at the telephoto end a dedicated ISO button allows for easy switching between ISO sensitivities.
- ◆ No need to interrupt your movie when you see a great shot. With the S3 IS's MovieSnap feature, you can simply press the shutter to capture a full 6.0 megapixel still image at any time while recording a movie.
- ◆ Record high-quality 60 fps QVGA (320x240) continuous movies without switching modes - Canon's Movie button makes everything simple. It even gives you access to all the advanced features you want for making movies like optical zoom. You'll hear the difference too, because the S3 IS records in stereo with a high sampling rate, adjustable microphone level setting and wind filter option for excellent sound quality.
- ◆ Offers 20 shooting modes including full Manual mode, Aperture and Shutter Speed Priority. Together with 2.3 fps continuous shooting, a fast-shutter Sports mode with improved auto focus accuracy provides unprecedented capabilities for capturing action sports sequences. Special Scene modes (such as Night Snapshot and Snow) assist with tricky lighting conditions, while Color Accent and Color Swap modes enable dramatic color effects to be applied to both images and movies.
- ◆ 'My Colors' mode provides users with an incredible range of creative photo effects that can be accessed directly in the camera with no need for post-processing in a computer.
- ◆ The Print/Share button makes direct printing easier than ever. Simply connect the camera to a Canon Direct Photo Printer or PictBridge supported printer, press the Print/Share button and print. The Direct Print feature allows for image preview and editing (including cropping) on the camera when connected to a compatible printer. Also use the Print/Share button to transfer images directly to a computer (Windows).

PowerShot S3 IS Specifications

Type of Camera	Compact digital camera with built-in flash, 12x optical/4x digital/48x combined zoom
Image Capture Device	6.0 megapixel, 1/2.5 inch type Charge Coupled Device (CCD)
Total/Effective Pixels	Approx. 6.2 megapixels/Approx. 6.0 megapixels
Lens Focal Length	6.0-72.0mm f/2.7-3.5 (35mm film equivalent: 36-432mm)
Focusing Range	Normal: 1.6'-infinity (WIDE), 3.0'-infinity (TELE), Macro: 3.9"-1.6' (WIDE), Super Macro: 0-3.9" (WIDE)
Autofocus System	TTL Autofocus
LCD Monitor	2" low-temperature poly-crystalline silicon TFT color LCD (vari-angle)
Shutter Speed	15-1/3200 sec. (settable in Tv or M)
ISO Sensitivity	Auto, High ISO Auto, ISO 80/100/200/400/800 equivalent
Light Metering	Evaluative, Center-weighted average, Spot (Metering frame is fixed to the center)
Exposure Control	Program AE, Shutter Speed-Priority AE, Aperture-Priority AE, Manual; AE Lock is available
Exposure Compensation	±2 stops in 1/3-stop increments
White Balance Control	Auto, Preset (Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Flash), Custom
Built-in Flash	Auto, Auto with Red-eye Reduction, Flash On, Flash On with Red-eye Reduction, Flash Off
Flash Range	Normal: 1.6-17' (W), 3.0-13' (T), Macro: 1.0-1.6' (W, when sensitivity is set to ISO Auto)
Shooting Modes	Auto; Creative: P, Av, Tv, M, C; Image: Portrait, Landscape, Night Scene, Sports, Special Scene (Foliage, Snow, Beach, Fireworks, Indoor, Night Snapshot, Color Accent, Color Swap), My Colors, Stitch Assist, Movie
Continuous Shooting	High-speed: approx. 2.3 fps; Normal: approx. 1.5 fps
Storage Media	SD Memory Card, SDHC, MultiMediaCard
Number of Recording Pixels	Still Image: 640 x 480 (Small), 1,600 x 1,200 (Medium 2), 2,272 x 1,704 (Medium 1), 2,816 x 2,112 (Large), 2,816 x 1,584 (Widescreen) Movie: 640 x 480 (30 fps/15 fps) / 320 x 240 (60 fps/30 fps/15 fps) available up to 1GB
Dimensions/Weight	4.46 x 3.07 x 2.97" (WHD); weighs approx. 14.5 oz. (camera body only)

Supplied Accessories

PowerShot S3 IS body, 4 AA-size alkaline batteries, SD memory card SDC-16M, Lens cap, Neck strap NS-DC4, Digital Camera Solution CD-ROM, USB interface cable IFC-400PCU, Stereo video cable STV-250N

**Optional Accessories**

Rechargeable Battery Pack (CANB4300)...**19.95**
Wide Converter Lens (CAWCDC58A).....**149.95**
Teleconverter Lens (CATCDC58B)**99.95**
Lens Adapter/Hood Set (CALAHD20).....**29.95**
58mm Close-up Lens 500D (CACUL500D58)**86.95**
High Power Flash PowerShot Flash Accessory (CAHFDC1)**99.95**

Compact AC Power Adapter (CACAPS700)**59.95**
Battery and Charger Kit (CACBK4300)**40.95**
Leather Neck Strap (NS-DC3)**CALL**
Deluxe Soft Leather Camera Case (CAPSC75)**22.95**
Side Pack Camera and Accessory Case (CAPSC1)**24.95**

PowerShot G7

10-Megapixel Digital Camera with 6x Optical Zoom

The flagship PowerShot G7 has a matte black, retro-hip design that houses a huge 10-megapixel CCD, the DIGIC III image processor, and a powerful 6x optical zoom with Optical Image Stabilization for clear shots throughout the zoom range. Canon's latest generation image processor, the DIGIC III delivers rapid performance with improved image quality and incorporates Face Detection AF/AE and advanced Noise Reduction, which extend the camera's low-noise performance to ISO 1600. The high-resolution 2.5" LCD screen has a wide viewing angle and anti-glare coating for easier image framing and playback. Furthering the potential for creative photography, the PowerShot G7 is equipped with a 1.4x/2.3x, onboard, digital tele-converter, Safety Zoom function, hot shoe support for Canon Speedlite flash units and is compatible with a range of optional converter lenses.



FEATURES

6x Optical Zoom Lens

- ◆ True to Canon's tradition of optical excellence, the PowerShot G7 is equipped with a fast and sharp f/2.8-4.8 6x optical zoom lens (35mm equivalent is 35-210mm). The lens also features an extreme macro setting that focuses down to 0.4"
- ◆ The lens incorporates an optical Image Stabilizer to counteract the effects of camera shake, allowing the camera to be used at slower shutter speeds in low light conditions.
- ◆ Lens configuration consists of 9 elements in 7 groups and includes a double-sided aspherical lens element to counteract common lens distortions.
- ◆ Specialized SR coating augments the all-glass lens, the first time the lens coating technology has been applied in a compact digital camera. In combination with the lens' aspherical elements, the SR coating significantly reduces the problem of ghosting and virtually eliminates chromatic aberration.

Image Quality

- ◆ Delivers image quality and optical performance demanded by advanced photographers. A 10-megapixel sensor captures enough fine detail to ensure large photo quality prints with added cropping flexibility.
- ◆ DIGIC III image processor drives improved responsiveness and color rendering along with increased noise reduction, extending the camera's ISO range to ISO 1600. Also uses the same DDR-SDRAM as in professional EOS cameras – raising the data throughput rate substantially.
- ◆ For portrait and group shots, Canon's Face Detection AF/AE technology automatically detects up to nine faces within a frame and sets the focus and exposure accordingly. If there is more than one face in a frame, it is able to determine the face or faces intended to be the main focus. Automatically reverts to Canon's 9-point AiAF system, if no face detection is required or intended.

High Performance

- ◆ Onboard 1.4x/2.3x digital tele-converter achieves the digital equivalent of having an actual teleconverter lens attached to the camera. Safety Zoom enables non-stop digital zoom operation at reduced resolution settings up to the maximum magnification possible before the image begins to degrade.
- ◆ Offers 25 shooting modes for a variety of scenic situations. Notable among the special scene modes (which include portrait, night snapshot, kids & pets, indoor, foliage, snow, beach and fireworks settings etc.) are the new ISO 3200 and Aquarium settings.
- ◆ The extremely high-speed ISO 3200 mode enables shooting without a tripod and flash where previously required, while Aquarium mode reproduces vivid images of swimming fish inside an aquarium without blurring.
- ◆ Shooting modes are complemented by advanced settings such as AEB (auto exposure bracketing), focus bracketing, and an integrated ND filter with 3 stops adjustment.
- ◆ For those whose photographic passions take them beyond the water's edge and beneath its surface, the PowerShot G7 camera also has an underwater special scene mode. In order to actually take the camera underwater, users must safely ensconce it in the optional waterproof case WP-DC11, specifically designed for the PowerShot G7 and rated safe to depths of up to 130'.

Compact and comfortable to handle, the PowerShot G7 is an aesthetic treat, harking back to the look and feel of classic Canon cameras. From its retro "wet black matte finish", leather-toned grip, detailed knurling and analog-style "click-click" of the top side ISO Speed Dial and Shooting Mode Dial, to the stylish metallic accents of the body's aluminum-finish parts and metallic-finish bayonet ring, the PowerShot G7 conveys a sense of "camera-ness" rarely encountered in the world of digital photography. Photo panache and feel appeal notwithstanding, the PowerShot G7 remains true to the G-Class tradition by offering an array of the industry's advanced photographic features.

PowerShot G7

Optical Image Stabilizer

- ◆ Features a Lens-Shift type optical image stabilization system that can help defeat the effects of camera shake in low light situations, or while shooting handheld. This optical image stabilization system is based on advancements made in the development of Canon's EF lenses and video lenses.
- ◆ Unlike electronic or "digital image stabilization systems" that typically degrade image quality, the PowerShot G7's lens shift-type preserves maximum optical performance while providing up to three stops of shake correction in shutter speed equivalent.

2.5" Color LCD Screen

- ◆ Equipped with an enhanced, 2.5" color LCD screen with 207,000 pixels, a wide viewing angle and 15 brightness settings making it easier to read the display menus and easier to preview and review subjects and scenes.
- ◆ Adding to the ease of composing a picture in the proper print proportion, the PowerShot G7 is appointed with optional grid lines and a 3:2 aspect ratio print display overlay. This convenient composition guide overlays horizontal gray bars at the top and bottom of the LCD screen so that photographers can compose and shoot their images in the proportion best suited to the print size they wish to make (typically 4 x 6").

High-Resolution Movie Mode

- ◆ The PowerShot G7 can record extremely smooth, high-resolution movie clips in XGA at 15 fps (1024 x 768) or VGA (640 x 480) and QVGA (320 x 240) with frame rates of 30 fps and 15 fps for recording up to 1 hour or 4GB. Compact Movie Mode (QQVGA; 160 x 120) records at 15 fps for up to 3 minutes. Flexible movie mode lets you create the movie that's perfect for any application.

My Colors & My Category

- ◆ "My Colors" function allows you to creatively adjust the colors, contrast, sharpness and saturation of images for a completely custom look while shooting or during playback. "My Category" makes it easy to sort images while shooting or during playback based on user preferences.

PowerShot G7 Specifications

Type of Camera	Compact digital still camera with built-in flash and a lens shift-type image stabilizer (IS) system, 6x optical / 4x digital / 24x combined zoom
Image Capture Device	10.0 megapixel, 1/1.8 inch type Charge Coupled Device (CCD)
Total/Effective Pixels	Approx. 10.4 megapixels/Approx. 10.0 megapixels
Lens Focal Length	7.4-44.4mm f/2.8-4.8 (35mm film equivalent: 35-210mm)
Focusing Range	Normal: 1.6'-infinity; Macro: 3.9"-1.6' (WIDE)
Autofocus System	TTL Autofocus
LCD Monitor	2.5" low-temperature poly-crystalline silicon TFT color LCD (vari-angle) Brightness adjustment: 15 levels
Shutter Speed	15-1/2000 sec.; Long shutter operates with noise reduction when manually set at 1.3-15 sec.
ISO Sensitivity	Auto, High ISO Auto, ISO 80/100/200/400/800/1600 (Standard Output Sensitivity/Recommended Exposure Index)
Light Metering	Evaluative, Center-weighted average, Spot (Metering frame is fixed to the center or linked to the AF frame)
Exposure Control	Program AE; AE Lock is available
Exposure Compensation	±2 stops in 1/3-stop increments
White Balance Control	Auto, Preset (Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H), Custom
Built-in Flash	Auto, Auto with Red-Eye Reduction, Auto with Slow Synchro, Flash On, Flash On with Red-Eye Reduction, Flash On with Slow Synchro, Flash Off
Flash Range	Normal: 1.6-13' (W), 1.6-8.2' (T); Macro: 1-1.6' (W/T) (when sensitivity is set to ISO Auto)
Shooting Modes	Auto, P, Av, Tv, M, C1, C2, Special Scene (Portrait, Landscape, Night Scene, Sports, Foliage, Snow, Beach, Fireworks, Aquarium, Underwater, ISO 3200, Indoor, Kids & Pets, Night Snapshot, Color Accent, Color Swap), Stitch Assist, Movie
Continuous Shooting	Approx. 2.0 fps
Storage Media	SD Memory Card, SDHC Memory Card, MultiMediaCard
Number of Recording Pixels	Still Image: 640 x 480 (Small), 1,600 x 1,200 (Medium 3), 2,272 x 1,704 (Medium 2), 2,816 x 2,112 (Medium 1), 3,648 x 2,736 (Large), 3,648 x 2,048 (Widescreen) Movie: 1,024 x 768 (15 fps), 640 x 480 / 320 x 240 (30 fps/15 fps) available up to 4GB, 160 x 120 (3 min. at 15 fps)
Dimensions/Weight	4.19 x 2.83 x 1.67" (WHD); weighs approx. 11.3 oz. (camera body only)

PowerShot G7 Kit Includes:

- A. PowerShot G7 Body
- B. Lithium Battery Pack (NB-2LH)
- C. Battery Charger (CB-2LW)
- D. SD Memory Card (SDC-32M)
- E. Neck Strap (NS-DC5)
- F. Digital Camera Solution (CD-ROM)
- G. USB Interface Cable (IFC-400PCU)
- H. AV Cable (AVC-DC300)



PowerShot G7

Flash

- ◆ Built-in flash offers 15" range with five shooting modes: Auto, Red-Eye Reduction On/Off, Slow-Sync, Flash On, Flash Off.



- ◆ Because the built-in flash is somewhat limited, an external hot-sync connection, compatible with Canon's EX-series Speedlites is also provided. This allows longer range and greater control of lighting. Hot shoe accommodates Canon 220EX, 430EX, 580EX, MR-14EX and MT-24EX Speedlites.
- ◆ Choose a second-curtain sync flash option with or without an external flash.
- ◆ Using a Speedlite affords the G7 extra functions such as autoflash metering, FE lock and flash exposure compensation, continuous shooting with external flash and more.

Additional Features

- ◆ Referencing classic rangefinder cameras, the ergonomic design features analog inspired controls, a multi-control dial and a customizable shortcut button for faster access to camera settings.
- ◆ Easy to access ISO and Mode dials for convenient, customized shooting.
- ◆ Microphone level (sound recording level) and wind filter setting can be changed.
- ◆ Record sound memos for still images
- ◆ Print/Share Button for easy direct printing and downloading, plus ID Photo Print and Movie Print with Canon CP and SELPHY Compact Photo Printers.
- ◆ Full PictBridge support. Additions to the PictBridge functionality include contact sheet printing with 35 images on one A4 page and 20 image index prints with shooting information, allowing you to compare images with the settings used to take them.
- ◆ Supports Hi-Speed USB 2.0 so you'll enjoy the highest possible data transfer speeds when using a USB 2.0 compatible computer.

PowerShot G7 Accessories

Compatibility with a variety of high-quality accessories makes the PowerShot G7 an especially good choice for camera enthusiasts. Add a tele-converter for spectacular distance shooting, or a wide converter for group portraits and outdoor scenes. An external Speedlite flash can be attached to give your photography a professional edge. Waterproof case lets you shoot underwater or outdoors in any weather, and is designed for maximum operability.

Off Camera Shoe Cord 2 (CASC20C): Maintains all on-camera flash functions (including E-TTL) for an external Canon Speedlite when used with the PowerShot G7 off-camera (up to 2' away)**49.95**

HF-DC1 High Power Wireless Flash (CAHFDC1)

The HF-DC1 wireless high-power flash increases the effective flash range up to approximately 30'. It can be hand-held, mounted on a tripod or accessory light stand, or attached to the G7 with the supplied mounting bracket.....**99.95**



58mm 2.0x Teleconverter Lens (CATCDC58C)

Converts the focal distance of the body lens by a factor of 2 x when attached. Requires Lens Adapter**109.95**

Lens Adapter (CALADC58H)

Required for mounting the Teleconverter and Wide Angle Converter to the G7. It also allows use of 58mm filters with the G7 for a range of creative effects**24.95**

58mm 0.75x Wide Angle Converter Lens (CAWDC58B)

Converts the focal distance of the body lens by a factor of 0.75x when attached. Requires Lens Adapter**109.95**

NB-2LH Rechargeable Lithium-ion Battery (repl.) (CANB2LH): Lithium technology ensures maximum battery life and maximum power**49.95**

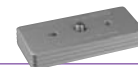
AC Adapter Kit (CAACKDC20): Supplies uninterrupted power to your G7**49.95**

Car Battery Charger (CACBCNB2): A 12v charger designed to take full advantage of the high capacity rechargeable batteries in the PowerShot G7**89.95**

Waterproof Case (CAWPC11): Take the PowerShot G7 with underwater to depths of up to 130'. The clear polycarbonate gives you a clear view of information and control functions.....**169.95**



Waterproof Case Weight (CAWWDC1): Prevents the waterproof case from floating while underwater. Includes four weights, and weight-securing screws.....**27.95**



Semi-Hard Leather Case (CAPSC5000): A leather case made to carry a PowerShot G7. This case is carried by an included carry strap or belt loop. 4.9 x 3.5 x 2.4"**36.95**

EXILIM EX-S770

7.2-Megapixel Ultra-Thin Digital Camera

Available in three exciting colors, the high-quality stainless steel body of the Exilim EX-S770 is the epitome of design elegance. Easy-to-use, the attractive Exilim EX-S770 shoots 7.2-megapixel still images and records high-quality movies in MPEG-4 format. In addition, it features Casio's Super Bright 2.8" wide-screen LCD, yet its ultra-slim card size design (0.7" thick) easily fit in a shirt pocket. Its impressive wide-screen display employs a high quality LCD that clearly displays images and information down to the smallest detail, and is bright enough to see outdoors on a sunny day.

FEATURES**High Image Quality**

- ◆ The EX-S770 offers high-resolution quality for a wide range of needs, from beginner to professional. The 7.2-megapixel CCD delivers excellent quality with full color brilliance and sharpness - even poster-size printouts in excellent quality are possible.
- ◆ Anti-Shake DSP (digital signal processor) provides higher sensitivity and faster shutter speeds to prevent image blurring due to hand or subject movement.

Credit-Card Thin

- ◆ The EX-S770 is only about as thick as your little finger - but has a 3x optical zoom (equivalent to 38-114mm in 35mm), so you will be able to see the finest details and always be in the thick of the action.
- ◆ The EX-S770 is only about as big as a credit card, as thick as your little finger - and doesn't weigh much more than a bar of chocolate. The high quality stainless steel casing is machined to precise tolerances - resulting in a beautiful camera that is also very durable.

2.8" Wide LCD

- ◆ The 2.8" wide (14:9) LCD display helps capture and view more of your subjects to you don't miss a moment. The display gives you a clear view with high-resolution sharpness and brilliance, and the brighter screen allow you to view your movies and photos in a whole new light with enhanced color and clarity. For easy outdoor viewing the super bright LCD (1200cd/m2) can be adjusted automatically or using a manual setting.

High Performance

- ◆ Simply follow the guidance that appears on the monitor screen to select the BEST SHOT scene that resembles the type of image you want to record, and the required camera settings are configured automatically. You can save your own BEST SHOT Mode setups for instant recall whenever you need them.
- ◆ In addition to high-quality, 640 x 480 VGA-size movies at 30fps the EX-S770 can record 16:9 aspect ratio movies compatible with wide-screen TVs. Electronic anti-shake function delivers beautiful movies by minimizing blur from shaky hands.
- ◆ Despite its large LCD, the EX-S770 delivers long battery life for a compact digital camera. A single charge provides enough power to record approximately 200 snapshots.
- ◆ The Exilim Engine delivers breathtaking high-speed performance with extremely quick release time lag, start up, image scrolling, and shot-to-shot times.
- ◆ By dividing the amount of light that the flash would normally use during a single shot, continuous flash allows you to shoot up to three photos on a single flash charge so you won't miss capturing special moments due to flash failure.

Conveniences

- ◆ Records to SD (Secure Digital), SDHC (SD High Capacity) or MultiMedia Card (MMC) media so you can save large numbers of photos and record movies in excess of an hour or more in duration.
- ◆ Bundled Data Transport software enables computer data - documents, e-mail, and Web pages - to be automatically converted to JPEG format and transferred to the camera. Also includes Photo Transport for transferring stored photos in a PC to the camera, thereby turning your camera into a mobile photo album.
- ◆ Add up an audio recording of up to 30-sec. to your image to describe the scene, or to just capture the sound of the people in the photo.

Powerful Print Features

- ◆ DPOF feature for easy specification of date stamping and the number of copies
- ◆ Timestamp feature that stamps the date into the image data
- ◆ Support for PictBridge for easy at home printing on a PictBridge-enabled printer without the need of a computer.

**In the Box:**

Includes NP-20 Rechargeable Lithium-Ion Battery, Multi-function USB Cradle, Special AC Adapter (for camera dock), USB and A/V cables, wrist strap.

By placing the camera in the cradle you can perform the following operations: Battery charging; Photo Stand slideshow of images; connection to a TV for large screen viewing; connection to a printer; connection to a computer for transfer of images.

EXILIM EX-Z75 • EX-Z1050

7.2- and 10.1-Megapixel Digital Cameras

Available in four colors (Blue, Black, Pink and Silver), the Exilim EX-Z75 (7.2-megapixels) and Z1050 (10.1-megapixels) feature high quality Casio 3x zoom lens and a 2.6" wide aspect ratio LCD display for improved image viewing and ease of use. They are also equipped with many convenient and user-friendly features, including Anti-Shake DSP for reducing blur due to shaky hands or moving subjects, and dozens of Best Shot modes, allowing convenient one-touch access all of the scene selections.

There is also a Rapid Flash function, which enables three consecutive high speed flash photos in only one second, allowing you to completely capture the moment without losing precious seconds between shots. The EX-Z1050 steps-up with incredible 7 fps burst shooting, eBay Best Shot mode, Revive Shot and more.



FEATURES

- ◆ 3x optical zoom lens (35mm equivalent of a 38-114mm), plus a 4x Digital Zoom providing a combined zoom range of up to 12x.
- ◆ Their metal casing is made exclusively from finest quality materials, providing the cameras with a strikingly elegant appearance and superb durability.
- ◆ They offer Anti Shake DSP, which reduces blurring caused by shaking hands or moving subjects by increasing ISO sensitivity up to 800 and using fast shutter speeds, while the Auto Macro and Quick Shutter features ensure that photos are properly focused.
- ◆ They offer 33 (EX-Z75) and 38 (Z1050) Best Shot scene modes mode so you'll be able to take beautiful pictures, regardless of the shooting situation or your photographic expertise. Simply select the sample scene that resembles the type of image you are trying to record and the camera is configured automatically with the applicable recording mode, Auto Focus setting, and more.
- ◆ Once powered on, they are ready to take pictures in approximately 1.4 seconds, and after the shutter is snapped, pictures are taken almost instantly, with only 0.002 second release time lag. The "Direct On" buttons allow quick startup of both shooting and viewing modes, and a one-touch "Best Shot" button allows selection of the appropriate mode for any shot. The cameras also have High-speed image viewing at approximately 0.1 seconds intervals.
- ◆ Rapid Flash feature enables three consecutive flash photos in one second, while the Soft Flash function reduces flash brightness when taking close-up flash photos. Furthermore, the Flash Assist mode compensates for poorly illuminated areas of the shot.
- ◆ They can record 640 0x 480 movies at 25 frames per second with sound, and can continue recording as long as there is memory available. A built-in speaker lets you check the audio as soon as you record it. Other audio features include audio snapshot (with audio recorded at the same time as the image or added later), and a Voice Recorder feature.
- ◆ They record to SD (Secure Digital) as well as SDHC (SD High Capacity) or MultiMediaCard (MMC), so you can save large numbers of photos and record movies in excess of an hour or more in duration.
- ◆ Extremely efficient in their power usage, the NP-20 rechargeable Lithium-Ion battery provides up to 230 shots on a full charge.
- ◆ Extremely bright and wide 2.6" Wide Screen color display so you can easily view your photos - even in extremely strong sunlight.
- ◆ Calendar Playback function offers a unique way to store your photos. For each day that you have taken a picture, a photo is displayed within a calendar graphic as an example, making it easier to find pictures more easily or you can make a photo diary.
- ◆ Icon Help function provides small, helpful flashes of information on the camera screen regarding settings you currently selected.
- ◆ Support for PictBridge for easy at home printing on a PictBridge-enabled printer without the need of a computer.

EX-Z1050 Step-up Features

- ◆ eBay Best Shot takes photos at a size that is optimized for display on eBay, allowing users to quickly and easily create photos for selling items on eBay. This mode also uses Auto Macro to capture images of small items such as jewelry, tags, etc. For further ease of use, eBay photos are stored in a special eBay directory on the cameras memory.
- ◆ Time Stamp function gives your photos a "time stamp" so that you can always see at first glance when you took the photo.
- ◆ Revive Shot-Function gives old album photos a new and long life in digital form. Simply photograph old pictures and with the help of the trapezoid compensation and the color restoration features, yellowed and faded colors are improved automatically.
- ◆ High-speed burst function can shoot an incredible 7 fps at 2-megapixel resolution. It also has a High-speed Image Scrolling function that lets you scroll through ten shots a second and thus find the right one quickly.

EXILIM Hi-ZOOM EX-V7

7.2-Megapixel Digital Camera with 7x Optical Zoom

The Exilim Hi-Zoom EX-V7 offers the perfect balance between sleek, stylish looks and high performance functionality. It's packed with impressive features such as 7.2 megapixels of resolution, a 2.5" Super Bright LCD, and easy to use shooting modes including 33 Photo Best Shot Modes and 10 Movie Best Shot Modes. Furthermore, the camera utilizes the latest movie format (MPEG-4 H.264/AVC recording) which provides recording and playback of high-resolution video at remarkably small file sizes. In addition to increased resolution, you'll also increase compression speed so the length of video recording is limited only by your memory card. There are also four technologies integrated into the EX-V7 to reduce blurring, and it is powered by the latest Exilim Engine 2.0 for high resolution, high performance, high speed, power saving and ultra-compact configuration.

**FEATURES****7x Hi-Zoom**

- ◆ The highlight of the EX-V7 is the 7x optical inner zoom. The "invisible" lens no longer zooms out of the camera, but is instead completely integrated in the elegant and compact housing. This innovation allows you to take brilliant photos and makes the EX-V7 into the world's flattest digital camera with a 7x optical inner zoom.
- ◆ Due to the Hi-Zoom range, a quicker zoom speed is necessary from the wide-angle to the tele-zoom. But the slower zoom speed is also required for many exposure situations. With the two-level zoom, you can manage the speed with complete ease.

H.264 Video Encoding

- ◆ The EX-V7 contains innovative H.264/AVC video encoding in its super-flat and stylish designer housing. The films you record are saved in high resolution and with stereo sound - and thanks to the H.264/AVC encoding, you can create films up to 1.5x longer than with the MPEG-4 format, and with the same amount of space on the memory card and the same image quality.
- ◆ You also have the option of recording your movies with 30 images per second, either in screen format or - for playback on Wide Screen televisions - in the 16:9 Wide Screen format. Another highlight: during filming you can zoom in by a factor of up to 7x — and with practically no noise

Image Stabilization

- ◆ With new, Mechanical CCD Shift technology, in conjunction with the Motion Analysis system and the Anti Shake DSP, the risk of shaky photos is reduced to a minimum. The CCD Shift system mechanically compensates for camera movements via a mobile image sensor.
- Motion Analysis automatically analyzes the speed and direction of a moving subject – ISO sensitivity and exposure time are then optimally adjusted as appropriate.
- Anti Shake DSP is the solution for electronically resolving the problem of picture blurriness caused by shaking hands or by the movement of the picture subject.
- Movie Stabilization reduces the risk of filming shaky scenes due to a wobbly camera grip.

High Performance

- ◆ Compact, super-flat shape interacts with the contoured stainless steel housing to ensure that the camera fits exceptionally well in the hand.
- ◆ Extremely powerful EXILIM Engine 2.0 image processor combines multiple components in a compact space, offering sufficient capacity for such features as the Auto Tracking AF function, hue adjustment, targeted noise elimination in critical color areas and quick image processing.
- ◆ Simply slide the mobile lens cover to the side - and in approx. 1.2 seconds, the super-flat EX-V7 is ready to take pictures.
- ◆ With moving subjects an autofocus must keep resetting itself - and this wastes time. Quick Shutter turns the autofocus off when the shutter is immediately pushed down fully. The time between pressing the shutter and shooting starting is only 0.008 seconds.
- ◆ To automatically ensure that all pictures are a success, there are 33 photo and 10 movie presettings, for a variety of situations. BEST SHOT also allows you to quickly create and save your own settings, which you can access at any time.
- ◆ Using the Color Restoration function, yellowed or faded colors are analyzed and automatically optimized, reviving your memories with a new sense of color.
- ◆ Rapid Flash function takes three photos in just one second, ensuring that you no longer miss those wonderful moments.
- ◆ With Re-Size/Trimming you can change the size of the picture already in the camera and sections of a picture can be saved as its own shot. In this way, you can for example cut out only the face of a person and have it printed as a photo without using a computer or complicated software.

FINEPix A610

6.3-Megapixel Digital Camera

The FinePix A610 features Fuji's unique 6.3 megapixel Super CCD HR image sensor, RP (Real Photo) Processor, superb Fujinon 3x optical zoom lens and large 2.5" LCD monitor—all optimized to work together—resulting in sharp images with more detail and less noise than other cameras in its class. Easy to use, with an intuitive button layout, it also offers 14 scene modes and Fuji's Intelligent Flash system which analyzes the subject and sets power output accordingly. For added flexibility it has a dual memory card slot which accepts xD-Picture and SD (Secure Digital) and is powered by two AA-size batteries.



- ◆ 6.3-megapixel Super CCD HR sensor allows you to capture superb highlights and shadow detail with a sensitivity of up to ISO 400 at full resolution, and delivers exceptional image quality, accurate details, smooth, attractive skin tones and true to life colors.
- ◆ Intelligent Flash system analyzes the subject and sets power output accordingly. This overcomes the traditional problem of flooding the foreground with harsh light, leaving subjects looking 'ghostly' and the background in darkness.
- ◆ Fuji's RP (Real Photo) processor combines with the Super CCD HR sensor to deliver crisp, sharp images with minimal noise.
- ◆ Fujinon 3x optical zoom lens (35mm equivalent of 39-117mm) brings your subject closer. Add the 6.3x digital zoom to get a total zoom range of 18.6x.
- ◆ Framing and reviewing shots is easy with the large 2.5" LCD monitor, which is enhanced with an anti-reflective coating to prevent glare when shooting in bright daylight.
- ◆ Can record QVGA (320 x 240) movies at 30 frames per second without sound.
- ◆ Has 10MB of built-in memory so you can start shooting, right out of the box. Plus the camera memory can be expanded to over 2GB with either xD-Picture or SD digital memory cards.
- ◆ User interface with colorful icon-based menu system, provides fast and easy access to the camera's many functions. There is also a brief explanation of each function while navigating so you know what each one can do.
- ◆ 14 selectable scene modes including Portrait, Landscape, Sports, Night, Beach, Snow, Baby, Fireworks, Sunset, Underwater, Text. You'll always get the best possible image without having to make a lot of fine adjustments.
- ◆ PictBridge compatible, so you can print without a computer.
- ◆ Powered by two AA-size batteries (alkaline or Ni-MH rechargeable). An optional AC Power Adapter (AC-3VX) is also available.

FINEPix A700

6.3-Megapixel Digital Camera

The FinePix A700 offers more resolution but less features than the A610 for about the same price. It features 7.3 megapixel Super CCD HR image sensor, superb Fujinon 3x Zoom lens (36-108mm equivalent) and large 2.4" LCD monitor with anti-glare coating. It has easy to understand menus and symbols, and its touch controls are placed for easy operation, even for one-handed use.



- ◆ 7.3-megapixel Super CCD HR sensor allows you to capture superb highlights and shadow detail with a sensitivity of up to ISO 400 at full resolution, and delivers exceptional image quality, accurate details, smooth, attractive skin tones and true to life colors.
- ◆ Fujinon 3x optical zoom lens (equivalent to 36-108mm), plus 6.3x digital zoom.
- ◆ Framing and reviewing shots is easy with the large 2.4" LCD monitor, which is enhanced with an anti-reflective coating to prevent glare when shooting in bright daylight.
- ◆ 12MB built-in memory - can be expanded to over 2GB with an xD-Picture card.
- ◆ Record QVGA (320 x 240) movies at 30 fps with sound for up to a minute.
- ◆ 4 scene modes (Portrait, Landscape, Sports, Night) for top quality photos in a variety of shooting conditions.
- ◆ PictBridge compatible, so you can print without a computer.
- ◆ Powered by two AA-size batteries (alkaline or Ni-MH rechargeable). An optional AC Power Adapter (AC-3VX) is also available.

FINEPix A800**8.3-Megapixel Digital Camera**

The FinePix A800 is a higher resolution version of the FinePix A610, and adds a little more. It has the same exact feature set including RP (Real Photo) Processor, superb Fujinon 3x optical zoom lens (and 6.3x digital zoom), large 2.5" LCD monitor, 14 scene modes and Fuji's Intelligent Flash system. It has 10MB of built-in memory and the same dual memory card slot accepting xD-Picture and SD (Secure Digital) cards. However, the FinePix A800's 8.3-megapixel Super CCD HR sensor allows you to capture superb highlights and shadow detail with a sensitivity of up to ISO 800. The camera also adds a newly designed mode dial, so users can quickly select scene position modes using just their thumb, and it can record QVGA (320 x 240) movies at 30 frames per second with sound. Last, it features a Picture Stabilization mode that prevents blur from camera shake, fast moving subjects or both.

**FINEPix A820 & A900****8.3 and 9-Megapixel Digital Cameras**

Entry level takes on a whole new meaning with the FinePix A820 and FinePix A900. They feature Fuji's 8.3- and 9-megapixel Super CCD HR image sensor (respectively), Fujinon 4x optical zoom lens, large 2.5" LCD monitor, RP (Real Photo) Processor, Intelligent Flash system, and Picture Stabilization mode. They can shoot with light sensitivities of up to ISO 800 at full resolution, incorporate Hi-Speed USB 2.0 interface, and offer IrSimple technology—the new global standard infra-red protocol for transferring images.

- ◆ 8.3- and 9-megapixel Super CCD HR sensor allows you to capture superb highlights and shadow detail with a sensitivity of up to ISO 800 at full resolution.
- ◆ With light sensitivity up to ISO 800 at full resolution, users can shoot with faster shutter speeds, which lessen the likelihood of blurry pictures caused by a moving subject or the shake of an unsteady hand.
- ◆ They are equipped with Fujinon 4x optical zoom lens (equivalent to 39-156mm). For added range, there is also a 6.3x digital zoom.
- ◆ Fuji's RP (Real Photo) processor combines with the Super CCD HR sensor to deliver crisp, sharp images with minimal noise.
- ◆ Picture Stabilization mode chooses the correct light sensitivity and best-matching shutter speed, producing the highest quality pictures without blur and the noise.
- ◆ Framing and reviewing shots is easy with the large 2.5" LCD monitor, which is enhanced with an anti-reflective coating to prevent glare when shooting in bright daylight.
- ◆ They can record on either xD-Picture or SD digital memory cards.
- ◆ Intelligent Flash system analyzes the subject and sets power output accordingly. This overcomes the traditional problem of flooding the foreground with harsh light, leaving subjects looking 'ghostly' and the background in darkness.
- ◆ Conveniently placed mode dial provides easy access to the most commonly used shooting modes, and allows one-touch access to other pre-programmed scene modes.
- ◆ 16 selectable scene modes, so you'll always get the best possible image without having to make a lot of adjustments.
- ◆ When switching shooting modes, scene positions or control settings, a brief explanation of the setting is momentarily displayed on the LCD screen, taking much of the guess work out of the camera operation.
- ◆ Can record QVGA (320 x 240) movies at 30 frames per second with sound.
- ◆ IrSimple technology allows the FinePix A820 and A900 – to instantly and wirelessly, connect and transmit digital images to other IrSimple enabled devices.
- ◆ PictBridge compatible, so you can print without a computer.
- ◆ Equipped with Hi-Speed USB 2.0 interface for fast downloads.
- ◆ Powered by two AA-size batteries (alkaline or Ni-MH rechargeable). An optional AC Power Adapter (AC-3VX) is also available.

FINEPIX Z5FD

6.3-Megapixel Digital Camera with Face Detection Technology

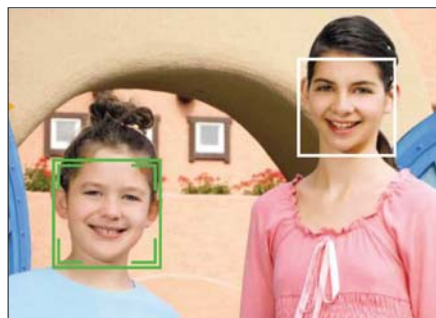
Available in three colors, the FinePix Z5fd is an ultra-slim, and stylish camera with a durable all-metal mono-body design and a unique non-extending lens. It features 6.3-megapixel Super CCD HR image sensor, hardware-based Face Detection technology, Picture Stabilization mode, RP (Real Photo) Processor II, 3x optical zoom lens, Intelligent Flash system and high sensitivity of ISO1600. There are 14 scene modes, Dual-Shooting mode and a unique Blog mode. A large, 2.5" scratch-resistant LCD screen lets you easily frame and view your images and the intuitive menu system is so easy to navigate, anyone can use this camera. Equipped with Hi-Speed USB 2.0 interface, PictBridge compatibility and high-quality 640 x 480 (VGA) video recording at 30 frames per second.



FEATURES

- ◆ 6.3-megapixel Super CCD HR sensor allows you to capture superb highlights and shadow detail with a sensitivity of up to ISO 1600 at full resolution. Delivers exceptional image quality, accurate details, smooth, attractive skin tones and true to life colors.
- ◆ Intelligent Flash (i-Flash) system ensures your image is always properly exposed with the right amount of light, resulting in more natural looking subjects and backgrounds that are bright and full of crisp detail.
- ◆ Not sure if the picture would be better with or without flash—Dual-Shooting Mode takes two consecutive shots (one with flash and one without) giving you the choice between the two – adjusting flash settings will never again mean missing a shot.
- ◆ Fujinon 3x optical zoom lens (35mm equivalent of 36-108mm) brings your subject closer. Add the 5.7x digital zoom and you have a combined 17.1x total zoom range.
- ◆ A scratch resistant, reinforced acrylic protective shield protects the incredibly sharp and bright 2.5" LCD. Sensing ambient light, the LCD automatically adjusts brightness for optimum viewing indoors or outdoors.
- ◆ 14 selectable scene modes including Portrait, Landscape, Sports, Night, Beach, Snow, Baby, Fireworks, Sunset, Museum, Flower Close-up, Text, offering a one-touch setting for almost any situation.

Face Detection Technology



like never before. In playback mode, Face Detection can be used to maintain faces as the key focus of a photo when cropping or zooming in.

Face Detection Technology can cope with back-lit scenes such as concerts, where there's a more obvious focus point between people's faces or when the subject is off center, and it also comes in handy for capturing the perfect self-portrait, which can easily be posted to a blog or webpage.

- ◆ RP (Real Photo) Processor II with enhanced double noise reduction combines with the Super CCD HR sensor to deliver crisp, sharp images with minimal noise.
- ◆ 'Blog mode' with built-in cropping, resizing and "save as" for blog-optimized images — without the trouble of performing editing and resizing on your PC.
- ◆ Records on xD-Picture cards up to 2GB. Has 26MB of built-in memory for emergencies.
- ◆ Picture Stabilization (anti-blur) setting using ultra-fast shutter speed to minimize blur.
- ◆ Record VGA (640 x 480) movies at 30 frames per second with sound—limited only by available memory
- ◆ IrSimple technology allows the FinePix Z5fd to wirelessly connect and transmit images to other IrSimple-enabled devices.
- ◆ PictBridge compatible, so you can print without a computer. Also equipped with Hi-Speed USB 2.0 interface for fast downloads.
- ◆ Powered by supplied NP-40 rechargeable battery. AC adapter/charger also included.

FINEPix F650



6-Megapixel Digital Camera

Small enough to easily fit into a pocket or purse, the feature packed but stylish FinePix F650 is equipped with 6-megapixel CCD sensor, sharp Fujinon 5x optical zoom lens as well as 4.4x digital zoom, and a huge 3" LCD screen. It also offers ten scene modes including shutter and aperture priority for more user control plus 30 frame-per-second movie mode with sound. For added convenience, it has 32MB of extra storage space built-in.

- ◆ Powerful 6-megapixel resolution delivers clear, beautiful images, and superb quality prints up to 16 x 20".
- ◆ The FinePix F650 brings the action right to you with a 5x Fujinon optical zoom lens (35mm equivalent of a 35-180mm). To further increase capture capabilities, you can use the 4.4x Digital Zoom for a combined 22x total zoom range.
- ◆ Form and function come together beautifully in the FinePix F650. This sleek, super compact camera has control buttons that have been ergonomically engineered for convenience and ease of use.
- ◆ Extra-large 3" LCD with 230,000 pixel screen makes it extremely easy to frame your shot. And when playing back your images, everyone will be able to easily see them in big, bold color. Need a brighter screen for low light viewing, simply press the one touch manual gain-up button.
- ◆ Whether you select full auto mode, or one of ten pre-programmed scene modes (Portrait, Landscape, Sport, Night, Beach & Snow, Sunset, Museum, Party, Flower Close-up, Text), the FinePix F650 delivers clear, beautiful shots from the beach to the barbecue to the party at sunset.
- ◆ Utilizing the FinePix F650's movie mode, you can capture that moment in all its moving glory at 640 x 480 pixels (VGA quality) at 30 frames per second with sound.
- ◆ Burst capability of 1.9 fps up to 5 frames.
- ◆ Records to compact xD-Picture cards, plus has built-in 32MB of memory.
- ◆ Includes NP-40N rechargeable lithium-ion battery, BC-40 battery charger, USB and A/V cables, hand strap and software (FinePix Viewer, ImageMixer VCD2 LE for FinePix). An optional AC adapter (AC-5VX) is also available.



FINEPix E900

9-Megapixel Digital Camera

Packing an incredible 9-megapixel Super CCD HR sensor, the FinePix E900 combines photographic essentials such as image quality, form factor and powerful feature sets including manual controls—with point-and-shoot ease. It also offers Fuji's innovative Real Photo Technology, which provides faster operation, low noise

processing, better low light shooting, and higher shutter speeds that minimize blurriness in photos at even the highest ISO setting of 800 with full resolution.

- ◆ 9-megapixel Super CCD HR sensor lets you produce photo quality prints at sizes up to 20x30", or crop images while maintaining an astounding level of detail.
- ◆ Equipped with a genuine Fujinon 4x optical zoom (35mm equivalent of a 32-128mm). Increase your photo capture ability by utilizing the 7.6x Digital Zoom for a combined 30.4x total zoom range. In Macro mode, the E900 can focus clearly as close up as 3".
- ◆ 2-inch LCD screen makes taking and sharing pictures easy. Also has a live histogram display for exposure settings and a highlight warning function.
- ◆ Offers 'point and shoot' simplicity in full auto mode as well as manual, macro, movie and 4 pre-programmed position modes (Natural Light, Portrait, Sports and Night). These scene modes allow you to get the shot you want anytime at any moment. Also offers full manual control, so you can explore the wonderful world of photography.
- ◆ Select 'Natural Light' mode and the camera will automatically suppress the flash and adjust sensitivity up to ISO 800 to compensate for low-light situations, letting you take photos in a variety of indoor or outdoor situations in full detail without a flash.
- ◆ High performance specs include shutter lag of 0.01 seconds (with AE/AF locked) and less than 1 second between shots. 1.5 fps burst capability up to 4 frames (top-4 or final-4). Records to xD-Picture memory cards.
- ◆ Utilizing the FinePix E900's movie mode, you can capture that moment in all its moving glory at 640 x 480 pixels (VGA quality) at 30 frames per second with sound.
- ◆ Add extra punch to those ordinary city scenes or to your favorite flower garden. The FinePix E900's unique color modes allow you to select between standard, chrome or black and white.

FINEPIX F20 & F30

6.1-Megapixel Digital Cameras

The FinePix F20 and F30 are affordable digital camera for photo lovers who don't want to compromise on quality. With sensitivity levels of up to ISO 2000 and ISO 3200 (respectively) and advanced Picture Stabilization technology, they deliver detailed, natural looking photographs with little need for flash, even in very low light...without image blur. Beneath their sleek exterior, the FinePix F20 and F30 boast powerful technology that puts simple 'style' compacts to shame. These include 6.1-megapixel Super CCD HR image sensor, and Real Photo Processor II. Users are able to produce sharp images with minimal noise, no subject blurring and atmospheric lighting in dark conditions. There's no need for a trade off between high-quality, low light photography, and potential print size.

For those moments when a flash is needed, their i-Flash intelligent flash system automatically sets power output and exposure for balanced results, combining natural foreground illumination with optimum background exposure. Their 2.5" LCD screen is coated with proprietary CV film, minimizing glare and reflections for enhanced ease of viewing. In addition, they have 15 scene positions from underwater, beach and snow, to sunset, party and fireworks making it easier than ever to experiment with photography in a range of lighting conditions.



FEATURES

- ◆ 6th generation 6.1-megapixel Super CCD HR image sensor is combined with Fujifilm's Real Photo Technology to provide astounding sensitivity of up to ISO 2000 (F20) or ISO 3200 (F30) with high resolution image capture for crisp and vibrant images under just about any lighting condition.
- ◆ Fujinon 3x optical zoom lens with a multi-layer Super EBC coating ensures high light transmission through the lens components. Achieves high quality images with no optical distortions thanks to 2 aspherical elements and a wide aperture of f/2.8. They also offer 6.2x digital zoom for a total zoom of 18.6x.
- ◆ Picture Stabilization mode chooses the correct light sensitivity and best-matching shutter speed automatically, for the highest quality digital pictures.
- ◆ Real Photo technology, comprised Super CCD and RP Processor II means you can capture more light, more efficiently, with less light loss. Featuring enhanced double noise reduction; the RP Processor II lets you take full advantage of their sensitivity of up to ISO 2000 (F20) or ISO 3200 (F30).
- ◆ The i-Flash System fine-tunes flash output for shooting with high sensitivity settings. It recognizes scene conditions and determines the optimum flash output to ensure superb results. Subjects in the foreground appear natural, and background detail is bright and clear. The difference is especially noticeable in the natural facial tones of people in your pictures, in close-ups and group photos alike.
- ◆ From full Auto for quick and easy shooting to shutter and aperture priority mode, to full Manual for hands-on creativity, they make it easy to take great pictures. There is also a choice of 15 Scene Modes (including Sunset, Snow, Fireworks, Party, Museum, and more), you can quickly select exactly the right setting for every situation.
- ◆ 2.5" LCD makes it easy to frame your photos and share the results in brilliant color. An anti-glare CV Film protective shield let you view images in virtually any environment. Sensing ambient light, the LCD automatically adjusts brightness for optimum viewing indoors or outdoors or manually controls the brightness of the display.
- ◆ Supplied extended life Lithium Ion batteries, allow the F20 (NP-70) to deliver 300 shots per charge, the F30 (NP-95) 580 which means you're always ready for the next photo opportunity. An AC adapter/charger is also included.
- ◆ Record VGA (640 x 480) movies at 30 fps with sound—limited only by memory
- ◆ PictBridge compatible, so you can print without a computer. Equipped with Hi-speed USB 2.0 interface for fast downloads.

FinePix F20 (Only)

Dual Shot mode takes two shots in quick succession, one with flash and one without, before displaying them side by side for instant comparison. Means you'll always get a great image for every unexpected, spontaneous moment.

FinePix F30 (Only)

A waterproof case is available. With the optional WP-FXF30, you can take the F30 underwater down to 130'. Of course it is also ideal for taking worry-free pictures in the rain, at the beach, or on the ski slopes.

FINEPIX F40FD

8.3-Megapixel Digital Camera with Face Detection Technology

Available in three colors, the FinePix F40FD features proprietary Real Photo Processor II, Super CCD HR VI and hardware-based Face Detection Technology. Added to this, ISO 2000 sensitivity at full 8.3 megapixel resolution, 3x optical zoom lens and 300-shot battery life make it perfect for prolific snappers or enthusiast photographers who need a high-performance, take-anywhere digital camera.

Ultra-slim (less than an inch thick) with a redesigned outer-shell it features a dual memory card slot, which accepts Fuji's traditional xD-Picture Card as well as the

popular SD (Secure Digital) card. Enhanced 2.5" LCD screen with Fuji's wide view filter expands viewing angle by up to 25° compared to earlier models. A mode dial provides access to popular settings and intuitive GUI system with pop-up prompts, guide the user through the menu, make the camera easier than ever to use.



FEATURES

- ◆ With an 8.3-megapixel Super CCD HR sensor you can capture superb highlights and shadow detail with a sensitivity of up to ISO 2000 at full resolution. You get exceptional image quality, accurate details, smooth, attractive skin tones and true to life colors.
- ◆ The 3x optical zoom (35mm equivalent of 36-108mm) aspherical lens provides high quality images with no optical distortions. Also has a 6.9x digital zoom that gives you combined zoom of over 20x.
- ◆ Real Photo Processor II combined with the Super CCD HR sensor allows you to record high quality images that maintain all of the subtle light and color of the scene, even in low light situations.
- ◆ Picture Stabilization mode eliminates blurring caused by fast-moving subjects or camera shake. Automatically sets both ISO as high as ISO 2000 and the shutter speed.
- ◆ High resolution 2.5" LCD display coated with Fuji's WV film for an expanded viewing angle. Hold the screen over your head for a high angle shot. The wide view lets you comfortably see and compose the shot.
- ◆ i-Flash system ensures images are always properly exposed, resulting in more natural looking subjects and backgrounds that are bright and full of crisp detail.

Face Detection Technology

The FinePix F40FD features Fuji's incredible Face Detection Technology, that significantly improves your picture taking by identifying human subjects' faces in the frame (up to 10 faces) and in real time, sets the optimum focus and exposure settings for the absolute best results possible.

Face Detection Technology works by triangulating eyes and mouth, using an algorithm to optimize focus and exposure for up to ten faces in a single frame. A green square surrounds the face of the primary subject on the camera's LCD screen, while white squares identify up to nine other subjects. Movement tracking works irrespective of the subject's position in the frame even keeping the camera 'locked on' to its subjects until they move out of the picture.

In Playback mode, Face Detection Technology will automatically zoom in to subjects' faces and trim the shot for optimum portraits.

- ◆ Not sure if the picture would be better with or without flash—Dual-Shooting Mode takes two consecutive shots (one with flash and one without) giving you the choice between the two – adjusting flash settings will never again mean missing a shot.
- ◆ Dual memory card slot allows the use of either xD-Picture or SD (Secure Digital) card to store and transfer your photos. There is also 25MB of built-in memory so can start shooting, right out of the box.
- ◆ Record VGA (640 x 480) movies at 30 fps with sound—limited only by memory
- ◆ PictBridge compatible, so you can print without a computer. Equipped with Hi-Speed USB 2.0 interface for fast downloads.
- ◆ Supplied high capacity rechargeable NP-70 lithium-ion battery (includes BC-70 battery charger) lets you shoot over 300 images per charge, making the camera perfect for prolific or enthusiast photographers.
- ◆ Has three power management modes:
 - Power Save: maximum battery economy
 - Quick AF: Face Detection and high-speed AF
 - Clear Display: Best LCD viewing mode
- ◆ Illumination lamp lets the subject know that the photo has been taken.
- ◆ Optional WP-FXF40, lets you take the F40FD underwater down to 130'. Also ideal for shooting in the rain, at the beach, or on the ski slopes.

FINEPIX S700

7-Megapixel Compact SLR-Styled Digital Camera

Advanced amateur photographers interested in an affordable, step-up digital camera will love the new 7-MegaPixel, long zoom, SLR-styled FinePix S700. Ideal for families seeking to kick it up a notch with a more advanced, compact SLR-style digital camera without losing operational simplicity, the FinePix S700 is feature-packed, yet affordable and easy to use. Additionally, its powerful 10x optical zoom will ensure that you capture great close-up action shots of your kids playing sports or candid shots of the family on vacation. It also features a 2.5" LCD plus electronic viewfinder (EVF) and ISO levels of up to ISO 1600 at full resolution, Picture Stabilization mode, i-Flash (Intelligent Flash), Dual Shot Mode, 14 Pre-programmed scene modes and has a versatile xD/SD media compatible slot that accepts both xD-Picture and Secure Digital (SD) media cards, providing greater flexibility and more storage options.



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- ◆ Incredible 10x optical zoom (35mm equivalent of a 38-380mm) bring your subject closer and clearer than ever. Capture even the most subtle expressions. Also lets you shoot as close as 0.4" in Super Macro mode.
- ◆ Fast moving subject? No problem. Fuji's Picture Stabilization technology utilizes the heightened sensitivity of the FinePix S700 at ISO1600 and high-speed shutter to prevent camera shake or freeze subject movement, keeping blur to a minimum. This feature (selectable on the mode dial) lets the S700 choose the correct light sensitivity and best-matching shutter speed automatically, for the highest quality digital pictures.
- ◆ i-Flash (Intelligent Flash) detects subtle lighting differences within a scene and then varies the flash intensity accordingly. It also leverages the high sensitivity of the FinePix S700 to enable the camera to use less flash, resulting in an image that displays pleasing, natural tones without a "washed-out" effect.
- ◆ In addition to full Program, Aperture - and Shutter-Priority and Manual modes, the camera features 14 pre-programmed scene modes that offer a one-touch setting for almost any situation, including: Portrait, Landscape, Sport, Night, Fireworks, Sunset, Snow, Beach, Museum, Party, Flower, Text.
- ◆ i-Flash fine-tunes flash output for shooting with high sensitivity settings. It recognizes scene conditions and determines the optimum flash output for superb results. Subjects in the foreground appear natural, and background detail is bright and clear. The difference is especially noticeable in the natural facial tones of people in your pictures, in close-ups and group photos alike.
- ◆ In Dual Shot Mode (selectable), the S700 quickly shoots two images in rapid succession — one with the flash and one without — and saves both. This convenient function lets the user perform a comparison at their convenience and select the most pleasing image.
- ◆ The FinePix S700 features a xD/SD compatible slot, allowing the use of either xD Picture Card or SD media to store and transfer your photos. This capability assures compatibility with a wider variety of applications than ever before, and allows users to choose the media technology that is right for them. Also has 27MB of memory built in.
- ◆ An intuitive icon-based graphical interface lets you confirm shooting modes or control settings with brief explanations on the LCD monitor, taking much of the guesswork out of digital camera operation.
- ◆ Additional high performance functions include high-speed shooting 1.4 fps up to 3 frames), Best framing, Post shot assist window, Frame No. memory and Histograms
- ◆ Record VGA (640 x 480) movies at 30 fps with sound—limited only by memory
- ◆ PictBridge compatible, so you can print without a computer. Equipped with Hi-speed USB 2.0 interface for fast downloads.
- ◆ Playback functions include; Slide show, Trimming, Single frame, 9-Multi-frame, Sorting by date, Image rotate, Voice Memo.
- ◆ NTSC/PAL video output; 2- and 10-second self-timer
- ◆ Runs on 4 AA alkaline or nicad batteries, an optional AC adapter (AC-V5x) is also available.



The FinePix S700 features two different ways to frame and view your shot. Choose from either the large, 2.5" 230,000-pixel LCD display, or the .24" 230,000-pixel EVF (Electronic Viewfinder). Both offer a 60 fps refresh rate, and a brilliantly bright and detailed view of your image in either shooting or playback mode. Selecting Wide View mode widens the LCD viewing angle for easy composition of high angle shots and comfortable playback.

FINEPIX S6000FD



8.3-Megapixel Camera with Face Detection and 10.7x Optical Zoom

Cool and stylishly-designed the 20-oz. FinePix S6000FD's compact SLR-inspired body provides a familiar feel to everyday photo hobbyists and digital photography newcomers alike. But behind it's sleek and compact exterior, it features a Fujinon 10.7x optical zoom lens (28-300mm equivalent) with twist barrel control to give plenty of scope for precision composition. Because the camera's high ISO sensitivity also combats image blur, users can even achieve sharp, clean images at the telephoto end of the zoom; perfect for fast-moving sports photography. Its fixed lens also prevents dust collecting on its sensor, another convenience factor versus digital SLRs.

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- ◆ Face Detection Technology identifies up to 10 faces in a framed scene. Once faces are identified and prioritized, the S6000FD adjusts its focus and exposure accordingly to ensure the sharpness and clarity of human subjects in the picture, regardless of background. And since it is hardware rather than software based, Face Detection Technology works in as little as 0.05 seconds. Quicker operation reduces the likelihood of missed or blurry photos, frustrations often associated with digital photography.
- ◆ Real Photo Processor II delivers class-leading ISO 3200 sensitivity. The high ISO means you get sharp, focused images in low light without the need for a flash. Skin tones look natural and foreground and background exposure remain balanced. When used in conjunction with Face Detection, the result is natural-looking people pictures, even when shot in low light.
- ◆ Picture Stabilization technology utilizes the heightened sensitivity of the S6000fd at ISO3200 and high-speed shutter settings to prevent camera shake or freeze subject movement, keeping blur to a minimum.
- ◆ i-Flash system ensures images are always properly exposed, resulting in more natural looking subjects and backgrounds that are bright and full of crisp detail.
- ◆ Not sure if the picture would be better with or without flash—Dual-Shooting Mode takes two consecutive shots (one with flash and one without) giving you the choice between the two – adjusting flash settings will never again mean missing a shot.

28-300mm Fujinon 10.7x optical zoom lens

The ultra-high precision 10.7x optical zoom lens gives the S6000fd incredible versatility. The aspherical lens elements control color aberration thoroughly. Eliminating the need to change lenses, this one-lens solution not only takes super macro shots from only 0.4" away, but also offers a full zoom range from 28mm wide angle to 300mm telephoto and has a manual zoom ring to precisely frame exactly the frame you want. It's like having two lenses in one, without the risks of dust accumulation that come with having to change lenses. Want more? A 2x digital zoom boosts total magnification up to 21.4x, or a focal length equivalent of up to 600mm.

- ◆ Exposure modes include Programmed AE, Aperture and Shutter priority AE, manual, exposure compensation ($\pm 2\text{EV}$ in $1/3\text{EV}$ increments) and AE Lock.
- ◆ 14 selectable scene modes including Portrait, Landscape, Sports, Night, Beach, Snow, Party, Fireworks, Sunset, Museum, Flower, Text—means the camera is instantly ready with the ideal shutter speed, exposure, white balance and other settings for that scene.
- ◆ Record the action at 640 x 480 full-frame size and smooth 30 fps. with audio. Manual zoom, AE and AF functions are also available to help you maintain a clear focus on the people in the scenes with optimum exposure, even if the brightness changes as you follow the subject.
- ◆ High speed shutter up to 1/4000 of a second, and burst capability of 2.2 fps up to 3 frames. Time between shots is 1-second and lag time is 0.35 second in continuous AF.
- ◆ Records on xD-Picture cards (up to 2GB). Also has built-in 10MB memory.
- ◆ PictBridge compatible, so you can print without a computer. Also equipped with Hi-Speed USB 2.0 interface for fast downloads.
- ◆ Without adjusting the f-stop, the optional WL-FXS6 Wide Conversion Lens converts the focal length by 0.8x (equivalent to 22.4mm on wide angle).
- ◆ Runs on 4 AA (alkaline or NiMH) batteries. An optional AC Adapter (AC-5VX) is also available.

Electronic Viewfinder (EVF) and 2.5" LCD Monitor

High resolution 2.5" LCD screen and high resolution electronic viewfinder (EVF) give you a choice of how to compose and view images. The LCD display has a reinforced, scratch-resistant glass surface so your display stays crisp and new looking, and the EVF has over 235,000 pixels resolution and provides 100% frame coverage for precise image framing.

FINEPIX S9100

9-Megapixel SLR-Styled Digital Camera with Face Detection and 10.7 Optical Zoom Lens

An incredibly versatile camera designed for serious hobbyist and photographic enthusiasts, the FinePix S9100 features a 9-megapixel Super CCD HR sensor and Real Photo Processor, delivering ISO 1600 performance and enabling capture of crisp and clear images even in low light conditions. A 10.7x zoom lens is easily controlled via a manual zoom ring to give pinpoint accuracy when composing images. Image quality has been enhanced through improvements to its processing algorithms, which result in improved image sharpness and resolution. Composition of photographs is made easier with a 230,000-pixel 2" tilting LCD monitor, providing even clearer, flexible shooting at awkward high or low angles. It also features Fuji's Intelligent Flash system, has 11 different shooting modes and advanced functions like multi-exposure and auto-exposure bracketing. Bundled HS-V2 Hyper Utility software gives full functionality in RAW file conversion, which enables you to explore the control and flexibility enjoyed when working with a 'lossless' file format.



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9-MegaPixel Image Quality

- ◆ The 9-megapixel Super CCD HR sensor provides the highest resolution available in a consumer digital camera. The benefits are visible at a glance: high-resolution images with stunning detail and rich texture, even at greatly enlarged print sizes. You'll be able to produce photo quality prints at sizes up to 20x30", or crop images while maintaining an astounding level of detail.

Real Photo Technology

- ◆ Real Photo Technology takes image quality well beyond resolution. Combining the Real Photo (RP) Processor, Super CCD-HR Sensor and Fujinon lens, the S9100 delivers ultra-high sensitivity with low noise, faster operational speeds and reduced power consumption. Even at maximum pixel resolution and highest ISO sensitivity, photos are vividly natural and beautiful.
- ◆ The Super CCD HR offers high sensitivity with unprecedented image quality thanks to effective noise suppression performed by Fuji's innovative Real Photo (RP) Processor. Capture priceless memories with every nuance of light and color, even in low light situations without a flash or a tripod or at long telephoto settings.
- ◆ Next-generation imaging technology, the RP processor incorporates advanced signal processing required for unparalleled image quality:
 - Two cycles of sophisticated noise reduction processing ensure high-quality images even at the highest ISO settings.
 - Energy-efficient signal processing allows longer battery life and more shots per charge.
 - Contour correction processing optimizes contrast and resolution for more natural image quality.

28-300mm Fujinon 10.7x optical zoom lens

- ◆ The FinePix S9100 is equipped with a high-precision integrated 10.7x (35mm equivalent of 28-300mm) optical Fujinon zoom lens that employs one hybrid aspherical element and two glass-molded aspherical elements. This array yields unparalleled optical quality with minimal chromatic aberrations throughout the entire zoom range. A formulated lens coating reduces the common problems of flare and ghosting, and contributes to superbly natural color balance.
- ◆ The lens is easily controlled via a manual zoom ring to give pinpoint accuracy when composing images. Furthermore, its fixed housing ensures that you don't have to contend with dust or dirt collecting on the sensor which can compromise image quality.

High Sensitivity Expands the World of Photography

- ◆ In Natural Light mode, the camera turns the flash off and boosts sensitivity as required, up to ISO 1600. This mode is ideal for low-light situations when you want to capture not only the subject but also darker backgrounds. It's also useful when shooting in situations where flash is undesirable, prohibited, or cannot reach the subject.
- ◆ With a sensitivity up to ISO 1600, the Picture Stabilization mode lets you take pictures at a higher shutter speeds, eliminating the blur caused by camera shake or subject movement. Images are sharp, focused and beautiful even in low light or at long telephoto settings.
- ◆ At high sensitivity settings, the innovative "Intelligent Flash" feature automatically controls flash output to avoid unnatural over-lighting. This smart flash control technology recognizes scene conditions and determines the optimum flash output to give you superb results.

FINEPix S9100

High Performance

- ◆ The state-of-the-art auto focus system makes focusing quicker and more precise than ever with continuous auto focusing mode. In addition an AF-Assist Illuminator assures accurate focus - even in low light.
- ◆ Offers "point and shoot" simplicity in full auto mode as well as manual, macro, movie and 4 pre-programmed position modes (Natural Light, Portrait, Sports and Night). These scene modes allow you to get the shot you want anytime at any moment.
- ◆ The Super Macro mode lets you move right in - as close as 0.4" from your subject. Close-ups are richly detailed and razor sharp, turning everyday objects into exciting visual images.
- ◆ Ultra-fast response times (0.01 second shutter lag and 0.8 second start-up) means that you'll never miss that spontaneous shot.
- ◆ Live histogram provides exposure setting checks prior to shooting, and an in-camera highlight warning function that alerts the user to overexposed areas of just-taken pictures. There is also a Highlight Warning feature that displays highlight areas that may be out of gamut during playback.
- ◆ Multi-exposure function allows you to superimpose as many images as you like on the same frame. Auto-exposure bracketing automatically captures three consecutive shots in 1/3, 2/3 or 1 EV increments over and under the set exposure.
- ◆ Top 4-frame continuous shooting mode shoots up to 4 frames (max. 1.5 fps). Final 4-frame continuous shooting mode lets you release the shutter up to 40 times (max. 1.5 frames/sec.) and record the last 4 frames. If you take your finger off the shutter before 40 shots have been taken, the camera records the final 4 frames shot before you released the shutter button. Long-period continuous shooting mode allows you to take up to 40 continuous shots (max. 1.1 frames/sec.).
- ◆ Record VGA (640 x 480) movies at 30 fps with sound. Autofocus, auto-exposure, and zoom functions all operate during video recording, assuring that your subject stays in focus and properly exposed, even under changing light conditions. Movie quality approaches that of dedicated camcorders.
- ◆ Voice memos of up to 30 seconds can be added to still images.

2.0" Tilting LCD Display and EVF Viewfinder

The FinePix S9100 sports a bright and easy-to-see 2" LCD monitor that swivels vertically to let you shoot from high and low angles with ease. And the monitor displays a live, real-time view that lets you frame and compose your image right on the LCD. This expanded shooting leeway opens up new options for capturing creative shots. And thanks to the LCD gain up control, you'll be able to view the LCD in bright and low light conditions. The viewfinder is electronic with 235,000 pixel resolution and provides 100% coverage.

The refresh rate of the LCD monitor and electronic viewfinder (EVF) can be selected for optimum visibility, with a choice of standard 30fps or an enhanced 60fps for smoother viewing.

The crisp, clear EVF also features approx. 100% coverage, and provides you true TTL framing and full on-screen shooting information.

**Conveniences**

- ◆ Hotshoe and PC sync terminal allow you to put another flash on the camera, or connect to an external flash.
- ◆ Both xD-Picture Card and Compact Flash/Microdrive compatible.
- ◆ PictBridge compatible for direct printing without a computer.
- ◆ Convenient FineFix Photo button gives you one-touch access to frequently used settings including image size, ISO sensitivity, and FinePix Color mode (Standard, Chrome, and B&W).

**Hyper Utility Software HS-V2**

Photo enthusiasts and photographers will appreciate the Hyper Utility Software HS-V2 v.3.0. Bundled with the FinePix S9100, this software gives full functionality in RAW file conversion, which enables the photographer to explore the control and flexibility enjoyed when working with a 'lossless' file format. In addition, the camera also includes a USB driver, FinePix Viewer ImageMixer VCD2 for FinePix and RAW File Converter LE.

OPTIONAL ACCESSORIES

Premium Case (FUCS9000): Protects your camera from damage, dust and dirt. Made of moisture-resistant polyester, it has padding to protect against light bumps. The case includes a belt clip, but can also be carried by the shoulder strap provided with the camera. 3.7 x 5 x 5.1" (WHD)**49.95**



Wide Conversion Lens (WL-FXS6): Expand your camera's wide-angle capability without compromising image quality. This lens allows the extreme angles of view normally only available with changeable lenses on an SLR camera.

SPECIFICATIONS

	A610	A700	A800	A820	A900	Z5fd	F650
Number of Effective Pixels	6.3 million	7.3 million	8.3 million	8.3 million	9.03 million	6.3 million	6.0 million
TFT LCD Monitor (size / pixels)	2.5", 115,000	2.4", 112,000	2.5", 115,000	2.5", 115,000	2.5", 115,000	2.5", 230,000	3", 230,000
LCD Monitor Coverage	Approx 100%	Approx 91%	Approx 100%	Approx 100%	Approx 100%	Approx 100%	Approx. 97%
Video Recording	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 320 x 240 @ 10 fps 160 x 120 @ 10 fps	AVI Motion JPEG with Audio 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 X 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps
CCD Sensor	1 / 2.5-inch Super CCD HR	1 / 1.6-inch Super CCD HR	1 / 1.6-inch Super CCD HR	1 / 1.6-inch Super CCD HR	1 / 1.6-inch Super CCD HR	1 / 2.5-inch Super CCD HR	1 / 2.5-inch Square Pixel CCD
Internal Storage Memory	approx. 10MB	approx 12MB	–	approx 10MB	approx 10MB	approx 26MB	32MB
xD-Picture Card (16MB - 2GB)	✓	✓	✓	✓	✓	✓	✓
SD memory card (512MB, 1GB, 2GB)	✓	–	✓	✓	✓	–	–
Lens	Fujinon 3x Zoom F3.0 - F5.4	Fujinon 3x Zoom F2.8 - F5.2	Fujinon 3x Zoom F2.8 - F5.2	Fujinon 4x Zoom F2.9 - F6.3	Fujinon 4x Zoom F2.9 - F6.3	Fujinon 3x Zoom F 3.5 - 4.2	Fujinon 5x Zoom F2.8 - F4.7
Lens Focal Length 35mm Camera Equivalent	f=6.6mm - 19.8mm 39-117mm	f=8mm - 24mm 36-108mm	f=8mm - 24mm 36-108mm	f=8.8mm - 35.2mm 39-156mm	f=8.8mm - 35.2mm 39-156mm	36-108mm	f=5.8mm - 29.0mm 36-180mm
Focus	Auto (Center)	Auto (Center, Multi)	Auto (Center)	Auto (Center)	Auto (Center, Multi)	Auto Focus	Auto/Macro
Focus Distance Normal (Approx.) Focus Distance Macro Wide (Approx.) Focus Distance Tele Angle (Approx.)	2.0 ft. to infinity 3.9 in. to 2.6 ft. 1.1 ft. to 2.6 ft.	1.6 ft. to infinity 3.9 in. to 2.6 ft. –	1.6 ft. to infinity 3.9 in. to 2.6 ft. 1.1 ft. to 2.6 ft.	2.0 ft. to infinity 0.3 to 2.6ft. 0.9 to 2.6 ft.	2.0 ft. to infinity 0.3 to 2.6 ft. 0.9 to 2.6 ft.	2.0 ft. to infinity 3.1 in. to 2.6 ft. 1.5 ft. to	24" - Infinity 4.7" - Infinity –
Shutter speed (seconds)	4 to 1/1500	2 to 1/1600	2 to 1/1600	4 to 1/1200	4 to 1/1200	4 to 1/1000	2 - 1/2000
Aperture Range Wide-angle	F3.0 - F5.4	F2.8 - F8	F2.8 - 5.2	F2.9 - 7.1	F2.9 - 7.1	F 3.5 / 5.0 / 8.0	F2.8 - F8.0
Sensitivity (AUTO/Equivalent to ISO)	100/200/400	100/200/400	100/200/400/800	100/200/400/800	100/200/400/800	100/200/400/ 800/1600	64/100/200/400
Exposure control (Light Metering)	TTL 256-zones	64-zone TTL	TTL 256-zones	TTL 256-zones	TTL 256-zones	TTL 256-zones	TTL 256-zones
White Balance	Auto / Preset	Auto / Preset	Auto / Preset	Auto / Preset	Auto / Preset	Auto / Manual	Auto / Preset
White Balance Presets	Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light						
Effective range: (ISO AUTO) Wide angle (Approx.) (ft) Telephoto (Approx.) (ft) Macro (Approx.) (ft)	1.0 - 10.5 2.0 - 6.6 1.0 - 2.6	1.6 - 12.5 2.0 - 6.6 1.0 - 2.6	1.6 - 12.5 2.0 - 6.6 1.0 - 2.6	2.0 - 5.9 2.0 - 12.8 1.0 - 2.6	2.0 - 5.9 2.0 - 12.8 1.0 - 2.6	1.0 ft. - 11.5 2.0 ft - 9.2 –	2.3 - 15.1 2.3 - 8.5 –
Flash mode	Auto, Red-eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro, Red-eye Reduction + Slow Synchro						
NTSC / PAL Selectable Video Output	✓	✓	✓	✓	✓	✓	✓
Digital input/output	USB 2.0	USB	USB 2.0	USB 2.0	USB	USB 2.0	USB
PTP (Picture Transfer Protocol)	✓	–	✓	–	–	–	–
MTP (Media Transfer Protocol)	✓	–	✓	–	–	–	–
Digital Zoom	Approx. 6.2 ×	Approx. 6.3 ×	Approx. 6.2 ×	Approx. 7.6 ×	Approx. 7.6 ×	Approx 6.2 ×	Approx. 4.4 ×
Scene Position Modes	14	4	15	15	15	13	10
Playback functions	4	4	5	6	6	10	6
Intelligent Face Detection	–	–	–	–	–	✓	–
Batteries	2×AA-size	2×AA-size	2×AA-size	2×AA-size	2×AA-size	NP-40 Li-ion (incl.)	NP-40 Li-ion (incl.)
AC power adapter	AC-3VX (optional)	AC-3VX (optional)	AC-3VX (optional)	AC-3VX (optional)	AC-3VX (optional)	Included	Included
Dimensions (WxHxD)	3.8×2.4×1.2"	3.7×2.4×1.2"	3.8×2.4×1.2"	3.8×2.4×1.3"	3.8×2.4×1.3"	3.6×2.2×0.8"	4.1×2.4×1.2
Weight (camera only)	Approx. 5.1 oz.	Approx. 4.9 oz.	Approx. 5.3 oz.	Approx. 5.5 oz.	Approx. 5.5 oz.	Approx. 5.2 oz.	6.0 oz.

SPECIFICATIONS

	V10	F20	F30	F40fd	S700	S6000fd	S9100
Number of Effective Pixels	5.1 million	6.3 million	6.3 million	8.3 million	7.1 million	6.3 million	9.0 million
TFT LCD Monitor LCD Monitor Coverage	3.0", 230,000 pixels 100%	2.5", 153,000 pixels Approx 100%	2.5", 230,000 Approx 100%	3.0", 230,000 pixels Approx 100%	2.5", 230,000 Approx. 97%	2.5", 235,000 Approx 100%	2.0", 235,000 pixels Approx 100%
Video Recording	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 X 480 @ 30 fps 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 640 x 480 @ 30 fps 320 x 240 @ 30 fps
CCD Sensor	1 / 2.5-inch Super CCD HR	1 / 1.7-inch Super CCD HR	1 / 1.7-inch Super CCD HR	1 / 1.6-inch Super CCD HR	1/ 2.5-inch CCD	1 / 1.7-inch Super CCD HR	1 / 1.6-inch Super CCD HR
Internal Storage Memory	–	Approx. 10MB	–	Approx. 25MB	Approx. 27MB	10MB	–
xD-Picture Card (16MB - 2GB) SD / CF / MicroDrive	✓ – / – / –	✓ – / – / –	✓ – / – / –	✓ – / – / –	✓ ✓ / – / –	✓ – / – / –	✓ – / ✓ / ✓
Lens	Fujinon 3.4x F2.8 - F5.5	Fujinon 3.0x F2.8 - F5.0	Fujinon 3.0x F2.8 - F5.0	Fujinon 3.0x F2.8 - F5.1	Fujinon 10x F3.5 - F3.7	Fujinon 10.7x F 2.8 - 4.9	Fujinon 10.7x F 2.8 - 4.9
Lens Focal Length 35mm Camera Equivalent	f=6.3mm - 21.6mm 38-130mm	f=8.0 - 24.0mm 36-108mm	f=8.0-24.0mm 36-108mm	f=8.0mm - 24.0mm 36-108mm	f=6.33mm - 63.3mm 38-380mm	28-300mm	f=6.2 - 66.7mm 28-300mm
Focus	Auto/Macro	Auto (Center, Multi)	Auto/Macro	Auto (Center, Multi)	Auto (Area, Multi, Center)	Auto / Manual/ Continuous AF	Auto / Manual/ Continuous AF
Focus Distance Normal (Approx.) Focus Distance Macro/Wide (Approx.) Focus Distance Tele (Approx.)	2.0 ft to Infinity 3.5 in. to 2.6 ft 1.3 ft to 2.6 ft	2.0 ft to Infinity 2.0" to 2.6 ft 1.0 ft to 2.6 ft	2.0 ft to Infinity 2.0 in. to 2.6 ft. 1.0 ft to 2.6 ft	2.0 ft to infinity 2.0 in. to 2.6 ft. 1.0 ft to 2.6 ft	1.0 ft to infinity 3.3ft to infinity 1.6in to 9.8 ft	1.3 ft. to infinity 4.0 in. to 9.8 ft 6.6 ft. to infinity	1.3 ft. to infinity 4.0 in. to 9.8 ft 6.6 ft. to infinity
Shutter speed (seconds)	4 to 1/2000	4 to 1/2000	15 to 1/2000	3 to 1/2000	4 to 1/1000	30 to 1 / 4000	30 to 1 / 4000
Aperture Range (Wide-angle)	F2.8/F7.0	F2.8 - F8	F2.8 - F8	2.8 - F8	F3.5 - F13.6	F 2.8~F11	F 2.8 - F11
Sensitivity (AUTO/Equivalent to ISO)	64/100/200/400/ 800/1600	100/200/400/800/ 1600 up to 2000	100/200/400/ 800/1600/3200	100/200/400/800/ 1600 up to 2000	64/100/200/400/ 800/1600	100/200/400/800/ 1600/3200	80/100/200/400/ 800/1600
Exposure control (Light Metering)	TTL 256-zones	TTL 256-zones (Multi/Spot/Avg.)	TTL 256-zones	TTL 256-zones (Multi/Spot/Avg.)	TTL 256-zones	TTL 256-zones	TTL 256-zones (Multi/Spot/Avg.)
White Balance	Auto / Preset	Auto / Preset	Auto / Preset	Auto / Preset	Auto / Preset / Cst	Auto / Manual	Auto / Manual / Cst
White Balance Presets	Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light						
Effective range: (ISO AUTO) Wide angle (Approx.) (ft) Telephoto (Approx.) (ft) Macro (Approx.) (ft)	1.0 - 14.4 2.0 - 7.5 1.0 - 2.6	2.0 - 21.3 2.0 - 11.5 1.0 - 2.6	2.0 - 21.3 2.0 - 11.5 1.0 - 2.6	1.0 - 14.4 2.0 - 7.5 1.0 - 2.6	1.6 - 20.3 – 1.0 - 9.8	1.0 - 18.4 2.0 - 9.8 –	1.0 - 18.4 – 2.0 - 9.8
Flash mode	Auto, Red-eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro, Red-eye Reduction + Slow Synchro						
NTSC / PAL Selectable Video Output	✓	✓	✓	✓	✓	✓	✓
Digital input/output	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB Full Speed	USB 2.0	USB 2.0
Printing Interface	PictBridge, DPOF, EXIF Print	–	PictBridge, DPOF, EXIF Print 2.2	PictBridge, DPOF, EXIF Print	–	–	–
Digital Zoom	5.7×	6.20×	6.20×	6.90×	4.8×	2.0×	2.0×
Scene Position Modes	6	15	–	–	–	–	–
Playback Functions	7	8	6	9	7	8	8
Intelligent Face Detection	–	–	–	✓	–	–	–
Batteries	NP-40 Li-ion (incl.)	NP-70 (incl)	NP-95 Li-ion (incl.)	NP-70 (incl)	4xAA (incl.)	4xAA (incl.)	4xAA (incl.)
AC power adapter	AC-5VW (incl.)	AC-5VW (included)		AC-5VC (included)	AC-5VX(optional)	AC-5VX(optional)	AC-5VX(optional)
Dimensions (WxHxD)	3.3×2.5×0.9"	3.7×2.2×1.1"	3.6×2.2×1.1"	3.8×2.3×0.9"	4.2×3.0×3.2"	5.2×3.8×5.0"	5.0×3.7×5.1"
Weight (camera only)	5.5 oz.	5.3 oz.	5.5 oz.	6.2 oz.	10.8 oz.	21.2 oz.	22.9 oz.

PHOTO SMART M437 & M537

5- and 6-Megapixel Digital Cameras

It's easy to shoot beautiful photos with the PhotoSmart M437 (5-megapixels and 2" LCD) and M537 (6-megapixels and 2.5" LCD) digital cameras. They feature 3x optical zoom, an array of convenient buttons and menus, an anti-shake feature, in-camera red-eye removal, a Design Gallery, and the ability to record video. Both cameras have 16MB of built-in memory plus an SD / MMC card slot, USB and video output and power from two AA batteries.



- ◆ Get sharp 4 x 6" shots and enlargements up to poster size with their 5- or 6- megapixel resolution.
- ◆ Zoom in for clear close-ups with the M437's 15x total zoom (3x optical, 5x digital) or M537's 18x (3x optical, 6x digital).
- ◆ Automatically remove red eye, right in the camera. Inside the camera, advanced software analyzes up to 60 items to pinpoint red-eye in your photos. You can preview the corrected image on the LCD and save your corrected photo for later printing.
- ◆ Keep detail crisp with the Steady Photo anti-shake feature. Steady Photo's shorter exposure time helps freeze motion for sharp, clear photos every time. No more ruined shots due to subject motion or camera shake.
- ◆ Easily frame and edit photos on the spacious 2" (M437) or 2.5" (M537) display, which is bright enough for viewing outdoors.
- ◆ Built-in tagging system allows users to select images which will be marked for sharing during the upload process.
- ◆ Snap one-handed shots with the comfortable, compact grip.
- ◆ Record 320 x 240 video clips at 24 fps with audio using one-touch video with audio.
- ◆ Add oval and rectangle borders to photos, right in the camera with Design Gallery.
- ◆ E-mail and print photos at home via HP PhotoSmart Share.
- ◆ Get everything you need to start sharing photos right out of the box, including batteries and 16MB internal memory.

PHOTO SMART M627

7-Megapixel Digital Camera



The PhotoSmart M627 is compact and easy to use, yet produces superb image quality and is loaded with features to make your shooting experience a pleasure. Stepping up from the M537, it produces images with 7-megapixels of resolution for beautiful prints and enlargements up to poster-size, and a precision 3x optical zoom lens combined with a 8x digital zoom provides a total zoom of 24x. It includes the HP Design Gallery with more borders that can be added from right in the camera—no PC or software required.

Also includes in-camera Panorama Stitching which stitches up to 5 photos together.

STEP-UP FEATURES FROM THE M537— (EXCEPT NO TAGGING SYSTEM)

- ◆ Get beautiful prints and enlargements with true-to-life detail and photo quality prints up to 16" x 20" thanks to 7.0 megapixels of resolution.
- ◆ Precision 3x optical zoom is combined with 8x digital zoom for a total zoom of 24x so you'll get crisp, clear, and detailed shots from a distance.
- ◆ In-camera Panorama Stitching stitches up to 5 photos together to create a single photo for easy printing. View the result via the LCD.
- ◆ Exclusive Slimming feature is a subtle effect that can instantly trim off pounds from your subject or can be adjusted for a more dramatic effect. Before and after view helps you decide which to keep.
- ◆ Add more border shapes including, Rounded Rectangle, Square, and Circle. Play with mood by adding a blue tint (coolness) or cozy up a photo by adding a yellow tint.
- ◆ Equipped with shooting modes that are optimized for particular types of scenes or shooting situations. Include Beach and Snow, Landscape, Night portrait, and more.

PHOTOsmart R837

7.2-Megapixel Digital Camera

Designed for point-and-shooters, the PhotoSmart R837 features a 7.2-megapixel CCD, 3x optical zoom, and a huge 3" LCD screen with 170° wide viewing. It comes with a host of in-camera editing capabilities allowing users to prepare and edit images within the camera without the use of a computer. Enhance photos in-camera with HP touch-up for the removal of blemishes and the latest generation of HP Real Life technologies, including HP Design Gallery with slimming and in-camera red-eye removal. Also features pet-eye fix and HP steady photo anti-shake to help prevent blurred photos. Photosmart Express function allows users to preselect images for printing. Adaptive Lighting Technology adjusts for high-contrast situations and Steady Photo technology, which boosts its sensitivity to its maximum 400 ISO.



FEATURES

High Performance

- ◆ Take superior photos with 7.2 MP and 3x optical zoom that you can crop or enlarge up to poster size.
- ◆ Frame, review and edit shots on a big, bright, 3-inch image display with an extra-wide viewing angle.
- ◆ Enjoy great photos with industry-leading in-camera red-eye removal and pet-eye fix.
- ◆ Get crisp, detailed photos with HP adaptive lighting technology and HP steady photo anti-shake mode.
- ◆ Touch-up faces by manually selecting a section of the portrait photo with a yellow highlighted box, eliminating blemishes with the in-camera tool.
- ◆ Users can also make their pets look better with Pet-eye Fix. As with the red-eye removal function for humans, users can manually correct glowing eyes with the same box selection tool.
- ◆ Enjoy quick photo organization for easy sharing—simply tag your photos using in-camera menus.
- ◆ Effortlessly share, save and print photos, plus order prints online, using HP Photosmart Express.
- ◆ Take creative control with a full menu of manual controls and shooting modes
- ◆ Capture memories in high-quality video with audio—then save your favorite video stills as photos. Can record video at 640 x 480 quality at 24 frames per second.
- ◆ Includes a long-lasting, rechargeable battery and 32 MB internal memory.

HP Real Life Technologies

HP Real Life Technologies make picture taking easy and provides tools to maximize image quality.

Adaptive Lighting: This ground-breaking technology automatically adjusts high contrast photos to reveal the detail that would otherwise be lost in the shadows - ideal when you're shooting into the sun or using flash.

In-Camera Red-Eye Removal: Remove red-eye without having to transfer photos to your computer. This unique, easy-to-use tool automatically recognizes red-eye and lets you remove it immediately via your camera's LCD screen.

In-Camera Panorama Stitching: Enjoy creating multi-shot scenes? You can with this neat tool. Stitch up to 5 photos together for breathtaking panoramic photos and then save them for viewing via the LCD and easy printing—no PC necessary.

HP Image Advice: Become a better photographer by reviewing your photos with HP Image Advice. This patented technology analyzes your photos then offers tips and suggestions on how you might do things differently for even better results next time.

HP Still Images from Video: Get the perfect action shot. Capture high-quality video then view frame by frame, directly from your camera, to choose the most dramatic moment. Your camera then enhances the image for impressive results every time.

HP Design Gallery: Apply fun effects such as "slimming" your subjects. By elongating images, it makes people appear thinner in photos. Add personal touches to your photos using your favorite borders, colors and effects.

Optional HP Photosmart 6221 Premium Camera Dock



Make transferring photos to your PC a snap with the Photosmart 6221 Digital Camera Premium Dock. Simply attach the R837 to the dock, guided by an included adapter insert. Then just touch a button to transfer photos to your PC for printing, e-mailing, and saving. The dock eliminates the hassle of connecting to the computer and reduces cables from your workspace. (With the optional HP Photosmart 6222 Wireless Dock Base, you can even view, print, and transfer photos from the dock wirelessly.)

By connecting the dock directly to your printer, you can bypass your computer altogether. The dock can automatically recharge your camera's batteries as well. Connect the dock to your TV with the included AV cable and view your photos in the comfort of your home theater. The dock includes a remote control that lets you to navigate through your photos from the couch.

EASYSHARE C653 & C763

6.1-and 7.1 Megapixel Digital Cameras

The EasyShare C653 (6.1-megapixel) and C763 (7.1-megapixel) resolution, feature a 3x optical zoom lens, 2.4" LCD screen, and proprietary Kodak Perfect Touch Technology. They also use the exclusive Kodak Color Science image processing chip for phenomenal



image quality with rich color and accurate skin tones. Furthermore, programmed scene modes (e.g., party, fireworks, children) and three color modes help capture the best shot with no effort.

On-camera picture-enhancing features include cropping, auto picture rotation, digital red-eye reduction, and blurry picture alert.

The EasyShare C653 also integrates Kodak's Share button with its 'favorites' feature for storing multiple pictures in an on-camera digital photo album. The EasyShare C763 adds Digital image stabilization and slightly better video recording capability.



FEATURES

- ◆ 6.1- and 7.1 megapixel resolution means you can produce dramatic prints up to 16x 20", while Kodak Color Science inside means they consistently deliver rich images with vibrant color.
- ◆ Professional quality, Kodak aspheric all-glass 3x optical zoom lens provides the 35mm equivalent of 36mm - 108mm. There is a 5x digital zoom giving you a 15x total zoom.
- ◆ Get great shots time after time with 20 (C653) and 10 (C763) programmed scene modes, including auto, sport, portrait, snow, fireworks, backlight, and party; or have fun with three different color modes (color, black & white, and sepia).
- ◆ Record high-quality 640x 480 video at 10 fps (C653) or 15 fps (C763) with audio. There is also a video print option to produce 4, 9, or 16 up prints captured from your video clips.
- ◆ Get a good look at your pictures, even in direct sunlight, on the 2.4" (C653) and 2.5" (C763) indoor/outdoor LCD display.
- ◆ Create your perfect shot with on-camera picture enhancing features including digital red-eye reduction, cropping, and blurry picture alert.
- ◆ Convenience features such as on-camera help make picture taking simple
- ◆ Records to SD (Secure Digital) or MMC memory cards. Cameras also have 32MB internal memory for emergency shooting.

EasyShare C653

- ◆ Features a Digital IS Anti-blur Mode that maximizes the shutter speed and aperture along with the ISO sensitivity to provide the sharpest possible image.
- ◆ Auto picture rotation.
- ◆ Powered by two AA batteries.

EasyShare C763

- ◆ Features digital image stabilization to reduce blur from camera shake or subject movement. Capture sharp, clear pictures even when shooting at long zoom lengths, in low light, or if hand is unsteady.
- ◆ Powered by supplied lithium-ion battery.

KODAK EasyShare Software (included with the C653, C763 and C875)

The simplest way to find, create, and share.

- ◆ Keep your pictures at your fingertips. No matter how you choose to organize your shots – by date, caption, Favorites, or another way – it's simple to find them.



- ◆ English, French, and German photo card templates turn pictures into 4 x 6" announcements, invitations, holiday cards, and more, right at home.
- ◆ Easily make prints, photo cards, books, gifts, and more – just look for the Creative Projects tab. You can even edit your pictures and videos in a snap.
- ◆ Get more out of Kodak EasyShare Software with a variety of useful tips
- ◆ Use EasyShare Software to share pictures with friends around the world at the Kodak EasyShare Gallery—then view, edit, and save them to My Collection.
- ◆ The software also makes it simple to print pictures at home or online for delivery wherever you choose.
- ◆ Automatically print better, brighter pictures, time after time, with Kodak PERFECT TOUCH Technology and the award-winning Kodak Printers and Printer Docks.

EASYSHARE C875

8-Megapixel Digital Cameras

The affordable and feature-packed EasyShare C875 Digital Camera, with 8-megapixels of resolution and a 5x all-glass Schneider-Kreuznach Variogon lens, gets you closer to your subject and provides superb image quality to create exceptional prints up to 30 x 40". Perfect for someone looking for a step-up camera, the EasyShare C875 combines a sophisticated design with ease of use. Besides the typical Automatic mode, the camera also has a host of useful scene modes, a Smart Scene feature which automatically selects the best scene mode, and manual exposure capability with Aperture priority, Shutter priority and full Manual modes. The camera also boasts Kodak's exclusive Perfect Touch technology for better, brighter pictures. Users can even capture TV quality (VGA) video at 30 fps, and create action prints from video (4, 9 or 16 up), plus view and share single frames while using less memory with MPEG-4 compression. You can then view your shots on the large 2.5" indoor/outdoor color display featuring a wide viewing angle.



FEATURES

- ◆ 8-megapixels of resolution means you can make stunning prints up to 30 x 40", and you'll capture bright, beautiful color with the Kodak Color Science technology built right into the camera.
- ◆ The all-glass Schneider-Kreuznach Variogon lens delivers remarkable precision and sharpness with 5x optical zoom (35mm equivalent of 37-185mm). Get even closer with 5x digital zoom for a 25x total zoom.
- ◆ Get great shots time after time with 21 programmed scene modes, including Auto, Portrait, Self portrait, Sport, Night Portrait, Snow, Beach, Fireworks, Children, Party, Close up, and landscape. There is also a Smart scene mode for even greater ease of use - the smart scene automatically selects the best scene mode. You can also have fun with five color modes (high color, low color, natural color, sepia, and black & white).
- ◆ Experiment with various exposure controls (PASM) to get the look you are after. In the Program mode, the camera sets optimal shutter speed and aperture combination, or control the amount of light coming in by changing the aperture, or length of time the shutter stays open. Take total exposure control by manually selecting both aperture and shutter speed. There is even a Custom mode (C) where you can select from the wide variety of capture settings in PASM and create your own personalized mode.
- ◆ Record continuous 640 x 480 VGA video at 30 fps with audio capture and playback. You can also create prints from video plus view and share single frames
- ◆ Get a good look at your pictures on the 2.5" LCD display. Review mode let you magnify your images up to 8x, fast scroll through pictures, or view multi-up or slide shows; even protect pictures from accidental erasure.
- ◆ With 32MB of internal memory, you can start shooting right out of the box, and the Secure Digital (SD)/MultiMediaCard (MMC) expansion slot means that you can increase the memory to over 1GB.
- ◆ On-camera image enhancement features include cropping, digital red-eye reduction, blurry picture alert, and auto picture rotation. Get in the picture with self-timer options (2-,10-second, and 2-shot), and take multiple pictures in quick succession with the Burst mode—ideal for capturing fast action sequences.
- ◆ Print directly to any PictBridge-enabled printer to add additional flexibility and ease.
- ◆ On-camera Share button, lets you tag pictures to print or email; On-camera picture collection lets you share your pictures any-time, anywhere using the Favorites feature.

EasyShare Camera Dock Kit

Check out this versatile kit. Transfer pictures to your computer with ease, keep your digital camera display free of smudges, and carry your camera in the handy camera bag. Plus, place the camera on the dock, hit the transfer button and it instantly uploads pictures to your computer for viewing, printing and emailing. It also re-charges your camera battery in less than 3.5 hours (includes a battery), so you're always ready to go—all this with the EasyShare Camera Dock Kit. The kit includes:

- ◆ EasyShare Camera Dock Series 3
- ◆ 5-volt AC Adapter
- ◆ NiMH Rechargeable Digital Camera Battery
- ◆ USB and A/V cable ◆ Small digital camera bag
- ◆ Digital device lens cleaner ◆ Lens cleaning cloth

EasyShare Camera Dock Kit (KODCK).....39.95



EASYSHARE V705

7.1-Megapixel Dual Lens Digital Camera

Featuring 7.1-megapixel resolution, the EasyShare V705's ultra-wide angle lens coupled with its optical zoom lens produces a total 5x optical zoom range, providing more options to help capture the perfect shot - group photos, scenic landscapes, dramatic portraits, and close-ups. Using proprietary Kodak Retina Dual Lens technology with all-glass Schneider-Kreuznach C-Variogon prism lenses that never extend from the camera body, the elegant V705 camera wraps an ultra-wide angle lens (23mm) and an optical zoom lens (39mm-117mm) into a small, sleek package less than an inch thick. It also features 2.5" high-resolution LCD, in-camera panorama stitching, automatic red-eye reduction, on-camera cropping, picture blur alert and auto picture rotation. Records high-quality video and has twenty-two scene modes plus three color modes.



- ◆ Equipped with Kodak's Retina Dual Lens Technology which features both a ultra wide-angle (23mm equivalent) and zoom lens capability (39mm - 117mm equivalent) providing a total optical zoom of 5x.
- ◆ Two imaging sensors - one for each of the lenses, provide 7.1 megapixels of resolution. This means that you print up to 20 x 24", or crop and enlarge and still have great quality prints at more typical sizes.

EasyShare V705 and V610 Both Feature

- ◆ The use high quality all-glass Schneider-Kreuznach C-Variogon prism lenses that never extend from the camera body and provide exceptional clarity and sharpness.
- ◆ Large 2.5" (V705) and 2.8" (V610) high-resolution color display with 170° wide viewing angle and auto picture rotation lets you view images with brightness and clarity - even in direct sunlight.
- ◆ 22 scene modes, including portrait, sport, landscape, close up, night portrait, night landscape, snow, beach, text, fireworks, etc. ensure you get a great shot time after time.
- ◆ In-camera panorama stitching automatically combines 3 pictures into a panorama photograph. In fact, using the ultra-wide view in panorama scene mode, take in a 180° vista with just three shots.
- ◆ Include Kodak EasyShare Software and have an on-camera Share button that lets you tag your favorite pictures to print or email later.
- ◆ Record 640 x 480 (VGA) video at 30 fps. Zoom in while recording and avoid shaking with digital video image stabilization. You can also print thumbnails (4, 9, or 16 multi-up) and snapshots of your videos.
- ◆ Color Science Chip - a high speed digital processor chip, produces rich, vibrant, true-to-life colors and accurate flesh tones in almost any lighting condition.
- ◆ In-camera editing features give you exactly the picture you want without using a computer. These include on-camera cropping so you can crop in tight to see the important details, digital red-eye reduction which automatically reduces red eye during picture capture, and even a histogram feature that is available on live view, quick view, and review to verify the exposure of your pictures.



EASYSHARE V610

6.1-Megapixel Dual Lens Digital Camera

The EasyShare V610 features 6.1-megapixel resolution to deliver high quality images, and uses Kodak's innovative Retina Dual Lens technology to provide an astounding 10x total optical zoom in a camera that is less than 1" thick. The sleek, pocket-size EasyShare V610 precisely combines two all-glass, Schneider-Kreuznach C-Variogon non-protruding prism lenses to deliver a 10x (38mm-380mm equivalent) optical zoom. In addition, the V610 incorporates Bluetooth wireless technology, making it easy to instantly transmit and receive images from up to 30 feet away.

- ◆ Kodak's Retina Dual Lens Technology features both wide-angle (38-114mm) and telephoto (130 - 380mm) zoom lenses providing a total optical zoom of 10x in a slim design.
- ◆ Two imaging sensors - one for each of the lenses, provide 6.1 megapixels of resolution. Print up to 16 x 20", or crop and enlarge and still have great quality prints at regular sizes.
- ◆ Compatible with PictBridge-enabled printers as well as Bluetooth-enabled devices such as mobile phones, PDA's, etc.

EASYSHARE V803 & V1003

8- and 10-Megapixel Pocket Digital Cameras

The EasyShare V803Z (8-megapixel), and V1003 (10-megapixel) resolution digital cameras both feature 3x Kodak Retinar aspheric all-glass optical zoom lenses, and come in multiple signature color choices with fun accessories to match your personal style. They feature ISO 1600 sensitivity, Kodak Perfect Touch Technology, 22 scene modes, and offer a host of in-camera editing tools. A menu feature called "Maintain Settings"



stores your preferred settings for flash, white balance, ISO and resolution between uses, saving you time and assuring you have the camera set up your own personal way. With the Favorites feature, you can keep your special pictures on your camera all the time for showing and sharing, without filling up your internal memory. They produce vibrant shots with dynamic picture quality that can be viewed on their large 2.5" color LCD screen.

FEATURES

- ◆ You'll get amazing quality prints at print sizes up to 24 x 30" and 30 x 40" with the EasyShare V803 and V1003 thanks to their 8- and 10-megapixel resolution. Kodak Color Science technology ensures that your images will have bright and beautiful color.
- ◆ The Kodak Retinar aspheric all-glass lens captures crisp details and provides 3x optical zoom (35mm equivalent of 36-108mm) to get you closer to your subjects without reducing image quality. There is also a 4x digital zoom to get even closer for more detail.
- ◆ Make your pictures as vivid as the moment you took them with Kodak Perfect Touch Technology. You'll be able to print better, brighter pictures so you can relive your memories in richer detail.
- ◆ Easily clear up dark shadows to reveal more detail, and the incorporated Digital Image Stabilization and anti-blur technology reduces blur caused by camera shake, subject movement, and low-light conditions by boosting the camera sensitivity. Furthermore, the blurry picture alert lets you know if your pictures are in focus so you can re-shoot if necessary.
- ◆ They can record high-quality 640 x 480 VGA video at 30 fps with sound while using less memory compared to other digital cameras with MPEG-4 compression, you can then view your videos, print multiple frames, Save single frames and e-mail video clips or stills to family and friends. What's more, you can even mark special spots in your video with the video bookmarking feature.
- ◆ Capture even the most expansive shots with panorama stitch mode, and get exceptional results thanks to on-camera picture enhancing features: digital red-eye reduction, cropping, and blurry picture detection.
- ◆ With 22 scene modes, including portrait, sport, landscape, snow, manner/museum, self portrait, and more, you'll get a great shot time after time. Plus, you'll get brighter pictures when shooting under low light conditions with the high ISO scene mode.
- ◆ Easily view your pictures on the large 2.5" high-resolution color display. The display is designed to let you see your pictures with brightness and clarity - even in direct sunlight, and makes it easy to share your shots with family and friends.
- ◆ With a host of in-camera editing features, you'll get exactly the picture you want right out of your camera without needing to use a computer. Editing features include on-camera cropping so you can crop in tight to see the important details, and digital red-eye reduction which automatically reduces red eye during and after picture capture.
- ◆ The cameras also include convenience features such as on-camera help and undo-delete to make picture taking, and editing simple.
- ◆ Favorites feature stores your favorite shots on the camera while using only a small amount of the camera's internal memory. Once you mark a picture as a Favorite you can easily find it on your camera or in the EasyShare Gallery using the EasyShare Software.
- ◆ They include 32MB of internal memory so you can start shooting with the camera right out of the box, plus they have a SD/MultiMedia Card memory card slot that can accept card capacities up to 2GB. Furthermore, the internal memory plus feature lets you quickly switch between them.

The EasyShare V803 is available in 8 different colors, the V1003 in 10 colors



EASYSHARE Z885 8.1-Megapixel High Zoom Camera



The EasyShare Z885 combines 8.1-megapixel resolution, incredible sensitivity up to ISO 8000 and image stabilization for taking great action pictures in any lighting conditions. A fast AF 5x optical zoom lens (36-180mm equivalent) combines with 10 automatic smart scene modes making it easy to get stunning shots every time. Also features a bright 2.4" LCD, high quality video recording, Kodak Perfect Touch Technology and a host of picture enhancing and editing features including in-camera cropping, Panorama stitch mode and histogram feature.

- ◆ The camera automatically selects from ISO 80 to ISO 3200 based on lighting conditions. ISO 6400 and 8000 available at 2.2 MP and 1.2 MP setting in Program or manual Mode.
- ◆ Digital image stabilization reduces blur from camera shake or subject movement.
- ◆ 5x optical zoom lens (36-108mm equivalent) captures crisp details and gets you close to your subjects without losing quality. Add the 5x digital zoom and get even closer.
- ◆ High speed shutter (8-1/2000 second) means you can capture the details in low light conditions and fast action situations.
- ◆ Program Mode: Camera sets optimal shutter speed and aperture combination.
- ◆ Manual Mode: You choose both the aperture (f/2.8 wide and f/5.1 tele) and shutter speed (8-1/2000 sec. in 1/3 step increments).

EasyShare Z885 and Z712 IS Both Feature:

- ◆ 7.1 (Z712 IS) and 8.1 (Z885) megapixel sensors deliver excellent resolution for prints up to 30 x 40" letting you crop your pictures and still get stunning quality. Seven resolution settings give you the freedom to pick one that's right for you.
- ◆ View pictures with brilliance and clarity on the indoor/outdoor 2.4" or 2.5" color display. Shoot pictures vertically or horizontally, view them right-side-up with auto picture rotation.
- ◆ Capture stunning shots with ease—Smart Scene automatically selects the best scene mode for you. Available modes include: portrait, night portrait, back light, candle light, flower, text, close-up, landscape, and snow/beach. If a scene mode cannot be detected, the camera will default to Auto.
- ◆ Crop in tight to see the important details
- ◆ Verify the exposure of your picture using the histogram feature on live view, quick view, and review.
- ◆ Create panoramic shots by combining up to three shots together into one large picture with panorama stitch mode.
- ◆ Metering modes: multi-pattern, center-weighted, center-spot. ± 2.0 EV exposure compensation in ± 0.3 EV step increments.
- ◆ Record 640 x 480 (VGA) at 30 fps with sound. Zoom during video for increased versatility. Print multiple frames (4, 9, 16-up) on a 4x6" print. Save single frames and e-mail family and friends.

EASYSHARE Z712 IS

The 7.1 megapixel EasyShare Z712 IS features superb all-glass Schneider-Kreuznach 12x optical zoom lens with optical image stabilization to deliver superior performance to aspiring photographers. The camera boasts best-in-class click-to-capture performance (0.26 sec.), bright 2.5" LCD, high-quality video recording, Kodak Perfect Touch Technology and a host of picture enhancing and editing features including in-camera cropping, Panorama stitch mode and histogram feature. Also offers Program, Aperture- and Shutter Priority and Manual modes.



- ◆ Fast shutter speeds (16-1/1000 sec.) means you can capture scenes in low light and fast action. The camera automatically selects from ISO 80 to ISO 1600 based on lighting conditions. ISO 3200 available at 1.2 MP setting.
- ◆ All glass 12x Schneider-Kreuznach optical zoom lens offers the 35mm equivalent of 36-432mm to deliver extraordinary creative performance.
- ◆ Optical image stabilization lets you capture sharp, steady shots when shooting at long zoom ranges. Optical mechanical image stabilization automatically minimizes camera shake to deliver sharper pictures.
- ◆ Best-in-class, 0.26-second click-to-capture speed means you can capture that challenging action shot without delay.
- ◆ Program mode: camera sets optimal shutter speed and aperture combination.
- ◆ Aperture priority mode: you choose aperture, the camera sets shutter speed.
- ◆ Shutter priority mode: you choose shutter speed, the camera sets aperture.
- ◆ Manual mode: you choose both the aperture and shutter speed.

SPECIFICATIONS

	EasyShare C875	EasyShare V610	EasyShare V705	EasyShare V803 / V1003	EasyShare Z885	EasyShare Z712 IS
Resolution (Megapixels)	8.0	6.0	7.1	8.0 / 10.0	8.1	7.1
LCD Display (size/pixels)	2.5", 115,000 pixels	2.8", 230,000 pixels	2.5", 230,000 pixels	2.5", 154,000	2.5", 115,000 pixels	2.5", 115,000 pixels
Color Modes	Natural Color, High Color, Low Color, Black & White, Sepia	Natural Color, High Color, Low Color, Black & White, Sepia	Natural Color, High Color, Low Color, Black & White, Sepia Sharpness (sharp, normal, soft)	Natural Color, High Color, Low Color, Black & White, Sepia Sharpness (sharp, normal, soft)	Natural Color, High Color, Low Color, Black & White, Sepia Sharpness (high, normal, low)	Natural Color, High Color, Low Color, Black & White, Sepia Sharpness (high, normal, low)
Image File Format	JPEG Exif 2.2, DPOF, DCF compliant					
Video Recording	QuickTime MPEG-4 with audio	QuickTime MPEG-4 with audio	QuickTime MPEG-4 with audio	QuickTime MPEG-4 with audio	QuickTime MPEG-4 with audio	QuickTime MPEG-4 with audio
VGA	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps
VGA Long	—	640 x 480 @ 30 fps	640 x 480 @ 30 fps	640 x 480 @ 30 fps	—	—
QVGA	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps	320 x 240 @ 30 fps
Audio Recording	—	—	—	✓	—	—
Optical / Digital Zoom	5x / 5x	10x / 4x	5x / 4x	3x / 4x	5x / 5x	12x / 4.2x
Lens Focal Length (35mm equivalent)	37mm - 185mm	(Wide) 38mm - 114mm (Tele) 130mm - 380mm	(Ultra-wide) 23mm (Zoom) 39mm - 117mm	36mm - 108mm	36mm - 180mm	36-432mm
Max Aperture	f/2.8-4.4	f/3.9-4.4	f/3.9-4.4	(Zoom) f/3.9-4.4	N/A	N/A
Optical Img Stabilization	—	—	Anti-Blur Mode Avail.	Digital Only	Digital Only	✓
Focus Type	TTL-AF with AF assist LED	TTL AF	(Ultra-Wide) Fixed (Zoom) TTL-AF w/ AF assist lamp	TTL-AF	TTL-AF	TTL-AF
Exposure Control (Auto) Selectable ISO	ISO 64 - 200 64, 100, 200, 400, 800	ISO 64 - 400 64, 100, 200, 400, 800	ISO 50-200 50, 100, 200, 400, 800, 1000	ISO 80 - 160 80, 100, 200, 400, 800, 1600	ISO 80 - 160 80, 100, 200, 400, 800 1600, 3200, 6400**, 8000**	ISO 80 - 160 80, 100, 200, 400, 800 1600, 3200***
Shutter Speed (seconds)	8 - 1/1600	8 - 1/1200	(Zoom) 8 - 1/1170	8 - 1/1448	8-1/2000	1/2-1/1000
Aperture Range	f/2.8-4.4 - f/7.1-8.0	f/3.9-4.4 - f/8.0	(Zoom) f/3.9-4.4 - f/8.0	f/2.8-4.9 (max.)	N/A	N/A
Exposure Metering	TTL-AE (multi-pattern, center weighted, center spot)	TTL-AE (multi-pattern center weighted, center spot)	TTL-AE (multi-pattern center weighted, center spot)	TTL-AE (multi-pattern center weighted, center spot)	TTL-AE (multi-pattern center weighted, center spot)	TTL-AE (multi-pattern center weighted, center spot)
Effective Flash Range	2.0' - 13.5'	2.0' - 10.8'	(Zoom) 2.0' - 7.2'	2.0' - 9.8'	2.0' - 19.4'	1.6' - 15.4'
Burst Capability	2 fps up to 5 images	3 fps up to 8 frames	2 fps up to 7 frames	1 fps up to 4 frames	2 fps up to 5 frames	2 fps up to 6 frames
Built-in Memory	32MB	32MB	32MB	32MB	32MB	32MB
Compatible Memory Cards	Secure Digital Card MultiMediaCard	Secure Digital Card MultiMediaCard	Secure Digital Card MultiMediaCard	Secure Digital Card MultiMediaCard	Secure Digital Card MultiMediaCard	Secure Digital Card MultiMediaCard
Battery Type	2x AA, CR-V3	KLIC-7001 Li-ion	KLIC-7001 Li-ion	KLIC-7003 Li-ion	2x AA	CR-V3 Li-ion
Power Adapter	Optional	Included	Included	Included	Optional	Optional
Computer Interface	USB 2.0	USB 2.0, Bluetooth EasyShare dock	USB 2.0, Compatible Dock (optional)	USB 2.0	USB 2.0 EasyShare	USB 2.0 EasyShare
Direct Print Capable	PictBridge, ImageLink	PictBridge	PictBridge	PictBridge	PictBridge ImageLink	PictBridge ImageLink
Dimensions (HxWxD)	2.2 x 3.5 x 1.4"	2.2 x 4.3 x 0.9"	2.0 x 4.0 x 0.8"	2.1 x 4.1 x 1.0"	3.5 x 2.5 x 1.2"	4.1 x 2.9 x 2.7"
Weight (Camera Only)	6.2 oz.	5.6 oz.	4.4 oz.	4.4 oz.	5.7 oz.	10.6 oz.

** ISO 6400 and 8000 available at 2.2 MP, 2.1 MP, and 1.2 MP setting in P/M mode. ***ISO 3200 available at 1.2 MP setting.

EASYSHARE 600

Printer Dock

Just dock your EasyShare camera to the the EasyShare G600 Printer Dock and you can get beautiful photos in just 60 seconds. Prints are waterproof, fingerprint-proof, stain-resistant, and last a lifetime with Kodak XtraLife Lamination, and you'll get better, brighter pictures with exclusive Perfect Touch Technology built right in. The G600 Printer Dock also recharges your camera's battery in 3.5 hours or less. When connected to a computer, you can, at the touch of a button, download your pictures via the supplied USB cable. Even save pictures while you're on the go to an external USB drive so you can keep on shooting.

- ◆ Produces stunning, worry-free pictures. They are waterproof, fingerprint-proof, stain-resistant, wipeable prints that last a lifetime with Kodak XtraLife Lamination.
- ◆ Incorporates Kodak Perfect Touch technology that helps to produce bright and vibrant images. Also features automatic Red-Eye Reduction, for consistently great prints.
- ◆ Produce high quality, real Kodak pictures from your camera in just 60 seconds with the touch of a button.
- ◆ Print full-size (4 x 6"), credit-card size (3 x 4", 2 per sheet), wallets (2 x 3", 4 per sheet), and mini prints (1.3 x 2", 9 per sheet).
- ◆ Create Photo Greeting cards with the supplied templates. Make photo gifts such as framed pictures or scrapbooks.
- ◆ Compatible with many EasyShare cameras (EasyShare C, V, P, and Z Series), any PictBridge-enabled digital camera, or many popular memory card formats with optional 8-in-1 card reader.



- ◆ Compact and lightweight, you can take it anywhere. With the optional rechargeable battery you can output up to 60 prints on a single battery charge.

KPB-100 Lithium-Ion Rechargeable Printer Battery (KOKPB100).....49.95

G50 Print Pack (KOG50): Paper and ribbon for 50 prints 21.95

G200 Print Pack (KOG200): Paper and ribbon for 200 prints 49.95



EASYSHARE PHOTO PRINTER 500

With the EasyShare Photo Printer 500, you can view, edit, and print real Kodak pictures from virtually any digital camera with or without a computer. It's large 3.5" LCD screen makes it easy to select and edit your pictures when printing from digital camera memory cards. It is also compatible with PictBridge-enabled digital cameras, USB Flash Drives, or any number of Bluetooth enabled devices. There is even an optional adapter for Wi-Fi compatibility. Incorporates Kodak Perfect Touch technology to ensure that your printed images are clear and bright, and automatically reduce red-eye at the touch of a button. You can print pictures in four sizes and use four different color modes for greater creativity.

- ◆ Large 3.5" LCD screen makes viewing and editing simple. View a slideshow of your images on the display, then zoom and crop your images to get the picture you want. The LCD closes when not in use for easy storage and protection when transporting.
- ◆ Kodak Perfect Touch Technology makes your best pictures even better - This exclusive technology automatically delivers better, brighter pictures time after time, and reduces red-eye at the touch of a button.
- ◆ Print directly from CompactFlash, Secure Digital (SD)/MultiMediaCard (MMC), xD-Picture Card and Memory Stick, or from PictBridge-enabled digital cameras.
- ◆ Print JPEG files from USB Flash Drives or print wirelessly from Bluetooth-enabled cell phones, PDAs, or other devices. The printer 500 is even Wi-Fi ready, so you can print from anywhere in your home (requires an optional Wi-Fi Card adapter).
- ◆ Kodak Xtralife Lamination is applied to the prints for pictures that are durable, waterproof, and last a lifetime.
- ◆ Select from four print sizes: Single 4 x 6", two 3 x 4", four 2 x 3" or nine 1.3 x 2" on a 4 x 6" print, or give your pictures variety by choosing from 4 color modes (natural, enhanced, black and white, and sepia).

PH-40 Print Pack (KOPH40): 40 sheets 4x6" paper and print cartridge 18.95

D-LUX 3

10-Megapixel Digital Camera

The D-LUX 3 is a compact digital camera with outstanding optics and a comprehensive range of settings. It features 10 million pixels, high-performance Leica DC Vario-Elmarit lens with a focal length from 28 to 112mm, allowing creative scope in picture composition from wide-angle through telephoto. Integrated picture stabilizer gives additional protection against camera shake in all situations, even under difficult lighting conditions. A total of three picture formats (16:9, 3:2 and 4:3) in different resolutions are available for pictures. Large 2.8" LCD allows the full extent of a picture to be displayed in 16:9 format.

A host of shooting modes allow limitless possibilities for creativity in picture composition. Together with the lightning-fast image processing, the D-LUX 3 offers users the mobility and flexibility, to capture perfect moments in unforgettable pictures.

**FEATURES**

- ◆ High-performance 4x Leica DC Vario-Elmarit 6.3-25.2mm f2.8-4.9 ASPH zoom lens (35mm equivalent of 28-112mm) enables coverage of practically everything from the wide-angle to the telephoto range.
- ◆ With a large f/2.8 aperture it offers versatile picture composition possibilities for brilliant photos. The optics are individually matched to the camera sensor. Together with the electronics and software, this enables picture quality with true-to-life colors, excellent sharpness and high brilliance.
- ◆ Further ensuring successful pictures is the integral protection against camera shake by the optical image stabilizer (OIS), which can be switched on and off any time. This reliably protects against camera shake in all situations, since small movements of the hand are systematically compensated. Whether at twilight, during indoor shots, for snapshots or in zoom operation – the result is always a sharp picture without the need for a tripod.
- ◆ A changeover lever on the lens allows you at any time to change the side ratio of the photo to any one of three picture formats. Depending on the format selected, the resolution varies from 10 MP (16:9), 8 MP (4:3) and 7 MP in the classic 3:2 Leica format.
- ◆ The D-Lux 3 has a clean minimalist design that is totally in keeping with Leica tradition: pure, discreet, timeless – in a housing of high-quality aluminum. The D-Lux 3 is so light, compact and unobtrusive there's no reason why you should leave it at home.



With its feature set, the D-LUX 3 is also optimally suited for use in digiscoping — photography through a scope. Via the optional Leica Digital Adapter 2, the camera can be attached to the eyepiece of a Leica TELEVID scope and thus becomes a camera with an extremely long focal length range for keen birdwatchers and naturalists. With this compact yet powerful combination for sophisticated digital nature photography, the D-LUX 3 ventures into focal length ranges of more than 1000mm (35mm equivalent), equipped with an image stabilizer for effective prevention of camera shake. Can be used with the following eyepieces: 20x/16x, 32x/26x and 20x60x zoom/16-48x zoom (magnifications all for LEICA Televid 77/62.

- ◆ Records images as JPEG files, or in professional RAW format to ensure optimum image quality when editing the images.
- ◆ Manual settings give full artistic freedom. But program modes and automatic functions for every application (offers 16 selectable scene modes) also provide you with optimum picture results quickly and easily.
- ◆ Print directly to any PictBridge-enabled printer without a computer. On-camera image editing features ensure you make just the right picture easily and quickly.
- ◆ Large 2.8" LCD display with 207,000 pixels renders a brilliant image for sure evaluation of your composition and reproduction, and also has the 16:9 aspect ratio for frame-filling presentation. To reduce the load on the battery, the display can also be switched to a darker low-energy mode, without having to sacrifice the outstanding picture quality.
- ◆ D-LUX 3 offers clear functions and is intuitive and secure in use, thanks to the simple operating concept. A joystick on the rear of the camera simplifies manual focusing.

Supplied and Optional Accessories

D-LUX 3 includes 64 MB SD card, battery charger, lithium-ion rechargeable battery, A/V cable, USB cable, hand loop, and Adobe Photoshop Elements 4.0.

Digital Adapter 2 (LEDA2TV): Allows you to use you D-Lux 3 with Televid Spotting scopes ...**199.95**

AC Adapter (LEACADC4): Keep your D-Lux 3 batteries charged up**64.95**

D-LUX 3 Case (LECDL3): Real leather classic molded Blue/Grey case**69.95**

D-LUX 3 Case (LECDLBR): A high-quality hard Brown leather case with a a magnetic closure and a removable leather shoulder strap**84.95**

V-LUX 1

10-Megapixel SLR-style Digital Camera with 12x Zoom Lens

Ready for every shooting situation, the V-LUX 1 combines the best features of two different systems: the capabilities of a mirror reflex camera with the handy size of a compact camera. This makes the V-LUX 1 an all-in-one solution, which loses nothing in picture quality, compared with a digital mirror reflex camera and is superior to it in handiness. Combining a huge 10-megapixel CCD image sensor with an extreme wide range 12x optical zoom lens, you get outstanding picture results in any situation. Plus, an integrated picture stabilizer provides additional protection against camera shake, even under difficult lighting conditions. Other features include a fully swiveling 2" LCD and electronic viewfinder (EVF), records very high quality video, and has high sensitivity up to ISO 3200. It offers a host of exposure, white balance, and scene modes for automatic shooting. It records to an SD card, and includes a powerful rechargeable battery and comes bundled with Adobe Photoshop Elements 4.0.



FEATURES

Outstanding Quality

- ◆ The camera provides superb picture quality thanks to its high quality 12x zoom lens and with 10-megapixel resolution, you can produce poster size enlargements with incredible detail. The camera is also remarkably compact and ergonomically designed, making it practical and comfortable.
- ◆ Integrated image stabilizer (MEGA O.I.S.) prevents camera shake from blurring your images. This is especially important when shooting in the super-telephoto range, shooting interiors or when taking twilight hand-held shots. Ensures pictures will always be razor-sharp without using a tripod.

12x Leica Vario-Elmarit Lens

- ◆ The Leica Vario-Elmarit Lens lens delivers top-quality pictures as well as offering maximum flexibility, from wide-angle to super-telephoto. It consists of 14 lens elements in 10 groups, including 3 aspherical lenses and an ED (extra-low dispersion) lens.
- ◆ The ED lens is manufactured from special optical glass to compensate for chromatic aberration, preventing color fringing and loss of focus, resulting in clear sharp images. The aspherical lenses further enhance the outstanding performance of the lens and are also a key factor for the remarkably compact dimensions of the camera.

High Performance

- ◆ With the V-LUX 1 you'll be ready for action at all times. The autofocus is very fast with extremely precise focusing, and the image data acquired is processed and stored by the image signal processor in a flash so you'll capture those unique moments with spontaneous shots.
- ◆ Offers a very short shutter delay of just 9 milliseconds prefocused and 0.8 seconds between 2 pictures. In combination with a start-up of just 0.7 seconds the V-LUX 1 provides for truly spontaneous shots.
- ◆ Equipped with an integrated image processor so pictures can be taken with a film speed of up to ISO 1600 with full resolution. A noise reduction system combats picture noise in several processing stages. In the first stage the critical noise is identified and separated into chrominance and luminance noise. Chromatic aberration is also reduced, producing brilliant results right into the corners of pictures.
- ◆ Offers completely intuitive, fast and reliable operation for taking quick snapshots. However the camera also offers a full range of manual controls including exposure and focus controls for more creative applications. Plus, the focusing and zoom ring on the lens allows you to concentrate fully on the scene, without having to delve into camera menus.



C-LUX 2

Ultra compact with a classic black or silver metal body, the C-LUX 2 features 7.2-megapixels, a Vario-Elmarit 3.6x optical zoom lens and 2.5" LCD. Measuring just 3½ x 2", the elegant exterior design is unmistakably Leica and is matched by an immaculate standard of optics and digital technology inside.

The high-speed wide-angle 28mm zoom lens takes stunning, space-grabbing shots, and retracts into the camera body at the flick of the 'off' switch. The optical image stabilizer and intelligent exposure control prevent camera shake and ensure optimum definition. Records high resolution 848x480 video at 30 fps. Bundled with Photoshop Elements.

V-LUX 1

2" Swiveling LCD Display and Electronic Viewfinder

- ◆ The swiveling 2" LCD display offers amazing viewing angles. With 207,000 pixels and a high level of brilliance it gives you full control regarding perspective and framing your pictures. The LCD can swivel through 180° both horizontally and vertically.
- ◆ The V-LUX 1 is also equipped with a high resolution 0.44" color electronic viewfinder with 235,000 pixels. The advantage this electronic viewfinder has over the optical viewfinder is that key functions such as white balance, depth of field and even a real-time histogram appear directly in the field of vision before taking the picture.
- ◆ In extremely bright situations the high-resolution electronic viewfinder ensures precise adjustment of subject and focus.

Built-in Flash

- ◆ The V-LUX 1 is equipped with a built-in multi-functional flash with functions such as Auto, Auto/SlowSync or red-eye reduction. Manual adjustment of the flash power is possible in a range of ± 2 aperture stops. A flash shoe allows external TTL flash units to be used as well. Such versatility makes the V-LUX 1 a true "high-end" camera in the compact camera class.

Additional Features

- ◆ Offers a higher than average movie resolution of 848 x 480 at 30 frames per second, as well as lower-resolution 640 x 480 and 320 x 240 pixel options.
- ◆ Include 16 scene modes, such as two "Baby" modes that allow you to program a date of birth in each, and then have your images tagged with your children's current ages at the time a photo is taken.
- ◆ With its magnification in the super-telephoto range the V-LUX 1 corresponds to the 10x magnification of binoculars, making it an ideal addition for nature observation. The binoculars offer a maximum level of detail and great comfort when observing nature for long periods while the V-LUX 1 delivers high-quality shots in the same range of magnification. Here the integrated image stabilization system is a major advantage.

	C-LUX 2	D-LUX 3	V-LUX 1
Effective Resolution	7.2 Megapixels	10.0 Megapixels	10.0 Megapixels
LCD Display	2.5", 207,000 pixels	2.8", 207,000 pixels	2.0", 207,000 pixels
Color Modes	Natural, Standard, Lively Bluish, Reddish, Black & White, Sepia	Normal, Cool Warm, Black & White Sepia	Cool, Warm, Black & White, Sepia
Image File Formats	JPEG (fine, standard)	RAW, JPEG (fine, standard)	RAW, JPEG (fine, standard)
Lens Type	Leica DC Vario-Elmarit	Leica DC Vario-Elmarit	Leica DC Vario-Elmarit
Optical / Digital Zoom	3.6x / 4x	4x / 4x	12x / 4x
Lens Focal Length 35mm Equivalent	4.6mm - 16.4mm 28mm - 100mm	6.3mm - 25.2mm 28mm - 112mm	7.4mm - 88.8mm 35mm - 420mm
Optical Image Stabilization	✓	✓	✓
Accessory Lens Filter Mount	Digital Adapter 2 for Leica TELEVID Scopes (Optional)	—	55mm with lens adapter
Focus Range	19.7" - infinity	19.2" - infinity	11.9" - infinity
Exposure Control Selectable High Sensitivity Mode	Auto, Intelligent 100, 200, 400, 800, 1250 ISO 800-3200	Auto ISO 100, 200, 400, 800, 1600	Auto ISO (100-800) 80, 100, 200, 400, 800, 1600 3200
Shutter Speed (seconds)	8 - 1/2000	60 - 1/2000	60-1/2000
Aperture Range	f/2.8-4.6 - f/5.6-16.8	f/2.8-4.9 - f/8.0	f/2.8-3.7 - f/11.0
Exposure Metering	Multi-field measurement	Multi-field measurement Middle Integral, Spot	Multi-field measurement Middle Integral, Spot
Effective Flash Range	1' - 18.7'	2.0' - 13.5'	1' - 23'
Burst Capability	3 fps or 2 fps up to 8 frames	1 fps continuous	1-2 fps up to 5 frames (std)
Compatible Memory Cards	SD, SDHC, MMC	SD, SDHC, MMC	SD, SDHC, MMC
Computer Interface	USB 2.0	USB 2.0	USB 2.0
Direct Print Capability	PictBridge	PictBridge	PictBridge
Battery Type	BP-DC6 Li-ion	BP-DC4 Li-ion	BP-DC5-E Li-ion
Power Adapter	ACA-DC4	ACA-DC4	Optional
Dimensions (HxWxD)	2.0 x 3.7 x 0.9"	2.3 x 4.2 x 1.0"	3.3 x 5.5 x 5.6"
Weight (Camera Only)	4.6 oz.	6.5 oz.	23.6 oz.

V-LUX 1 Optional Accessories

Rechargeable Lithium-Ion Battery (LEBPDC5): 7.2v, 710mAh.....**79.95**

AC Adapter (LEACADC5): provides continuous power to the Leica V-Lux 1.....**89.95**

Cordura Case (LECVL1): Protect your V-Lux 1, a spare battery and other accessories in this sporty Cordura shoulder case. It offers quick access to the camera.....**84.95**



Neoprene Case (LENCVL1): Carries and protects your V-Lux 1 with a pocket for an SD Memory Card. It is carried by the hand loop supplied with the camera**69.95**

Tabletop Tripod (LETT): A sturdy and compact support for long exposure time. It has three folding legs and a standard 1/4-20" top screw thread**108.95**

COOLPIX L SERIES

5-, 6- and 7.2 Megapixel "Life" Series Digital Cameras

Designed for the casual snap-shooter and entry-level digital photographer, Nikon's Coolpix L5 (7.2MP), L10 (5MP), L11 (6MP) and L12 (7.1MP) combine high-quality design and construction with user-friendly features at affordable prices. They sport a sharp 3x optical

Zoom-Nikkor glass lens (the L5 has a 5x), a big, bright LCD and a lightweight, ultra-portable body style. Additionally, they offer impressive battery life, and high light sensitivity, which makes it easy to produce better pictures in low light situations. They feature a sleek, stylish finish and a curved grip that contributes to both design elegance and shooting stability. Adding to the cameras' convenient portability, all of L-series models are AA-size battery and SDHC memory card compatible, and have built-internal memory.



FEATURES

- ◆ Nikon's world-renowned optical technology delivers crisp, clear images. The L10, L11, L12 feature a sharp 3x zoom- Nikkor glass lens (35-105mm equivalent), while the L5 offers a 5x (38-190mm). Each has macro capability that lets you get as close as 5.9", and each offers a digital 4x zoom as well
- ◆ The L5 offers sensitivity of ISO 400, the L10 and L11 offer up to ISO 800 which makes it easy to produce better pictures in low light. The Coolpix L12 with high-light sensitivity of up to ISO 1600, allows you to tackle low-light scenes and situations beyond the capabilities of conventional compact cameras. It also facilitates a faster shutter speed, essential for capturing images of fast-moving subjects.
- ◆ They feature 115,000-pixel LCD monitors with brightness adjustments, which facilitate the composition and sharing of images: The L10 has a 2" LCD, the L11 a 2.4", the L5 and L12 are equipped with 2.5" LCD.
- ◆ They feature 15 specially programmed scene modes (4 with Scene assist) to automatically provide ideal settings (focus, exposure, white balance, etc.) for everything from night portraits to beach parties.
- ◆ Operation is easier than ever, with highly visible menu functions that can be chosen by icon or name. Furthermore, a Help button instantly displays an explanation for all the functions within all menus.

Innovative In-Camera Technologies

- ◆ Designed to ease the picture-taking process, Nikon incorporates three user-friendly imaging innovations into the Coolpix line. On the L5 and L12, these features are instantly activated by pressing the convenient One-Touch portrait button on top of the camera, and can be easily located in the menu systems of the L10 and L11.
 - In-Camera Red-Eye Fix:** automatically detects and corrects red eye, a common condition that occurs in flash photography.
 - Face-Priority AF:** automatically finds and focuses on a person's face within the frame, providing sharp focus to produce clear, crisp portraits wherever the subject is positioned in the frame.
 - D-Lighting:** in playback mode, D-Lighting compensates for underexposed images or insufficient flash by adding light and detail to selected shots where needed – without affecting properly exposed areas.
- ◆ Best Shot Selector enables the camera to take a series of photos and automatically select the one with the sharpest focus.
- ◆ The Coolpix L5 and L12 feature Optical VR Image Stabilization, which overcomes camera shake to produce clearer, sharper images.
- ◆ The L12 (only) adds an Anti-Shake button, which simultaneously activates VR, High ISO and Best Shot Selector, assuring that pictures will be steady, sharp, and stunning.
- ◆ They can record high quality 640 x 480 video with sound at 30 fps., or 320 x 240 and 160 x 120 for extended recording or internet usage.
- ◆ Voice Memo function records up to 20 seconds of sound that can be then attached to an image.
- ◆ Five color options allows you to make pictures more vivid (standard, vivid color, sepia, cyanotype) or record monotoes.
- ◆ In-camera cropping allows you to crop out the part of the image you don't want and keep the part you do.
- ◆ Blur Warning alerts you to a blurry image.
- ◆ Noise Reduction minimizes digital artifacts in long exposures.
- ◆ Connect directly to any PictBridge and USB Direct Print compatible printers to make prints without a computer to process the job.
- ◆ They record to SD (Secure Digital) memory cards and are powered by two AA alkaline, lithium or NiMH batteries. An optional AC adapter (EH-65A) is also available.

NIKON

COOLPIX S10

6-Megapixel Digital Camera with 10x Optical Zoom

Packing powerful imaging performance, 10x zoom and a stylish swivel design into compact dimensions, the Coolpix S10 makes it easy to take great-looking shots from any kind of angle you can imagine. With a distinctive wave-surface design and a high-quality finish, the Coolpix S10 camera body incorporates a swivel design for the lens, enabling photos from dynamic angles, such as holding the camera overhead to capture action over the crowd or composing from down low to get a different perspective. The bright 2.5-inch LCD with a 170° viewing angle allows the user to accurately frame shots, while the VR (Vibration Reduction) function overcomes camera shake to take sharper, more stable pictures in a range of shooting situations. Light sensitivity up to ISO 800 gets great-looking results in lower light without the need for an extended exposure and much faster shutter speeds when taking pictures of fast-moving subjects.



FEATURES

- ◆ 6-megapixel image sensor delivers excellent resolution for beautiful prints up to 16 x 20" letting you crop your pictures and still get stunning quality.
- ◆ The S10 offers increased sensitivity up to ISO 800. You can enjoy faster shutter speeds that keep subjects sharp and take better low-light photos without extending exposure.
- ◆ VR (Vibration Reduction) lets the Coolpix S10 detect camera movement, make precise automatic adjustments and produce stunning results with reduced blur. So whether you're panning, shooting in low light, or taking a handheld macro shot, you get a sharper, clearer picture. VR also extends to movie shooting and helps support faster framing on the 2.5" LCD.
- ◆ Equipped with a 2.5" LCD for viewing images anywhere, anytime. The 115,000-pixel monitor with LED backlight makes composing and playing back images easy!
- ◆ Four movie modes let you record the action at full-size 640 x 480 at 30 fps with sound, in two smaller formats (320 x 240, 160 x 120), or in time-lapse at 640 x 480 without sound. Voice Memo function records up to 20 sec. that can then be attached to an image.
- ◆ 16 programmed modes to automatically handle focus, exposure, white balance, etc. 4 of the modes come with Scene Assist which offers a selection options to help you compose your pictures with the assistance of framing guides displayed in the monitor.

- ◆ Explore a whole new world of zoom performance. Combining a world-famous 38-380mm (35mm equivalent) Zoom-Nikkor lens with innovative swivel design, the S10 lets you zoom out for architecture, zoom in for tight portraits and zoom all the way out for panoramic landscapes – all from creative angles.



You can also focus as close as 1.6" from your subject. Plus, if you need more zoom, there is a 4x digital zoom that can be added.

Conveniences

- ◆ Easy operation with highly visible menu functions that can be chosen by icon or name. Help button displays an explanation for all the functions within all menus.
- ◆ Auto Image Rotation detects pictures that have been taken with the camera held vertically and automatically rotates the image for in-camera LCD playback.

High Performance

- ◆ In-camera cropping allows you to crop out the part of the image you don't want and keep the part you like. Saturation Mode allows you to control the color saturation. Blur Warning alerts you to a blurry image. Noise Reduction Mode minimizes digital artifacts in long exposures.
- ◆ Best Shot Selector enables the camera to take a series of photos and automatically select the one with the sharpest focus. Exposure BSS identifies and saves users choice of image with least overexposure, least underexposure or best overall optimum exposure from five sequential shots
- ◆ Date and Time imprinting is available to document when your photo is taken.
- ◆ One-touch portrait button gives instant access to three unique Nikon image innovations: Face-priority AF, In-Camera Red-Eye Fix and Nikon's D-Lighting (see previous page for description)
- ◆ Pictmotion lets you select favorite images and movies, decide on a style, and pick one of five pre-installed music files or add your own (via supplied PictureProject software for Windows only). Pictmotion automatically combines your elements in a polished production, with transitions and style synced to your music.
- ◆ Shoot up to 300 shots on one charge of the included rechargeable lithium-ion battery EN-EL5 you can.

COOLPIX S50 & S50c

7.2 Megapixel Digital Cameras

Combining enhanced imaging quality and performance with an eye-catching wave surface design, the Coolpix S50 and S50c feature 7.2-effective megapixels, a 3x Zoom-Nikkor glass lens and a huge, bright, high resolution 3.0"

LCD screen. They also utilize an Optical VR Image Stabilization system, ensuring user will be able to capture stunningly sharp images. Otherwise the same, the Coolpix S50c incorporates Wi-Fi capabilities, opening up a new world of possibilities with Coolpix CONNECT 2. Picture Mail is one of the services within this package; it triggers an email notification to the user's friends when new pictures are available to download and view.

Picture Bank sends a large volume of images to the server at once, backing up images in case the camera is lost and uploading all images automatically when the battery is recharged. Eye-catching wave-surface design sets the Coolpix S50 and S50c apart from the competition. Featuring smooth curves and a beautiful finish, the design blends operational ease with elegant sophistication. The S50 is available in Gloss Silver, Matte Black and Gloss Beige. The S50c is available in Gloss Silver.



FEATURES

- ◆ High quality 3x optical zoom Nikkor gives you the power of a 38mm-116mm (35mm equivalent) lens while Macro capability lets you get as close as 1.6". Add the 4x digital zoom and you have a 12x zoom lens.
- ◆ Shoot sharper, clearer, without blur. Nikon's VR Optical Image Stabilization technology improves stability by automatically compensating for camera shake. Allows you to shoot at shutter speeds up to three stops slower than other wise possible without camera shake blurring your pictures.
- ◆ Anti-Shake Button activates optical VR image stabilization, High-Sensitivity mode and Best Shot Selector all at once, providing images that are steady and sharp.
- ◆ They are equipped with a huge, bright 3" LCD with anti-reflective coating for viewing images anywhere, anytime. The 170° wide viewing angle makes it easier for everyone to see and enjoy images, movies and exciting Pictmotion shows as well.
- ◆ High light sensitivity up to ISO 1600 opens up a whole new world of photo opportunity. Tackle scenes and situations far beyond the capabilities of conventional compacts. High ISO lets you capture fast-moving objects with outstanding clarity and gives you great exposure in significantly lower light.
- ◆ One-touch portrait button gives instant access to three unique Nikon image innovations: Face-priority AF, In-Camera Red-Eye Fix and Nikon's D-Lighting (see page 54 for description).
- ◆ In-camera cropping lets you crop out the part of the image you don't want and keep the part you like. Blur Warning alerts you to a blurry image. Noise Reduction Mode minimizes digital artifacts in long exposures.
- ◆ Rotary Multi Selector with circular scrolling action allows fast image browsing at up to 10 images per second. On-screen icon with cursor tracks scrolling for easy feature selection.
- ◆ Auto Image Rotation detects pictures that have been taken with the camera held vertically and automatically rotates the image for in-camera LCD playback.
- ◆ Best Shot Selector enables the camera to take a series of photos and automatically select the one with the sharpest focus.
- ◆ Voice Memo function lets you record up to 5-hours of sound that can be then attached to an image, or played back as a .wav file.
- ◆ Date and time imprinting can document the exact time and date that your photo is taken.
- ◆ 15 programmed modes automatically handle focus, exposure, white balance, and other adjustments that help you take great pictures easily.
- ◆ Pictmotion lets you select images and movies, decide on a style, and pick one of five pre-installed music files. It then automatically combines your elements in a polished production, with transitions and style synced to your music.



COOLPIX S50c Only

The Coolpix S50c has a built-in wireless unit that enables IEEE 802.11b/g LAN support. This allows you to use Nikon's Coolpix CONNECT 2 services comprising Picture Mail and Picture Bank. Picture Mail makes it easy to share images with friends and family by wirelessly uploading pictures from the S50c to the Nikon server, then sending an email message informing recipients of the URL where they are stored. Recipients can then view or download them. Picture Bank, on the other hand, can start automatically when an AC adapter is connected or be operated manually, establishing a wireless connection to the Nikon server, then securely uploading pictures not previously uploaded.

COOLPIX S200 & S500

7.1-Megapixel Digital Cameras

Stylish, feature-packed digital cameras, the Coolpix S200 and S500 feature 7.1 effective megapixel resolution, 3x Zoom-Nikkor glass lens, VR Image Stabilization technologies, and sleek all-metal bodies, these cameras. Exuding high performance and exquisite design, the S200 is constructed from brushed aluminum while the S500 is crafted in stainless steel. Advanced performance is particularly pronounced in the S500; with an amazing start up time of just 0.6 seconds and a shutter lag, in response priority mode



(once the camera has focused), of just 0.005 seconds.

The Coolpix S200 utilizes Electronic Vibration Reduction (e-VR) Image Stabilization, a feature that overcomes camera shake for sharper results. For greater vibration control, the S500 features Optical VR Image Stabilization to ensure sharp images. The S500 also features a new Anti-Shake button, located on the top of the camera, which activates high ISO, VR Image Stabilization and Best Shot Selector (BSS) at the same time to produce clearer results in low light or at telephoto zoom settings.

FEATURES

- ◆ 3x optical Zoom Nikkor lens gives the 35mm equivalent of 38-114mm (S200) and 35-105mm (S500), while macro capability lets you get as close as 3.9".
- ◆ Shoot sharper, clearer and without blur with Nikon's ingenious Vibration Reduction. VR detects and corrects for camera movement to give you rock-steady results time after time in lower light. So effective, it even lets you shoot in lower light. The S500 features Optical VR, while the S200 uses electronic VR image stabilization.
- ◆ 2.5" LCD with anti-reflective coating makes it easy for everyone to see and enjoy images.
- ◆ The S500 offers sensitivity up to ISO 2000 offering great exposures in very low light. The S200 can be set as high as 1000 ISO.
- ◆ In-Camera Red-Eye Fix automatically detects and corrects red eye, a common condition that occurs in flash photography.
- ◆ Face-Priority AF finds and focuses on a person's face within the frame, producing clear, crisp portraits.
- ◆ In playback D-Lighting compensates for underexposed images by adding light and detail to selected shots where needed – without affecting properly exposed areas.
- ◆ Date and time imprinting documents the exact time and date that your photo is taken.

Coolpix S500 Only

Underneath the stylish stainless steel body, the S500 conceals the heart of a high performance camera. Start up time is an amazing 0.6 seconds and shutter lag, in release priority mode, is just 0.005 seconds.

- ◆ Rotary Multi Selector with circular scrolling allows fast image browsing at up to 10 images per second. On-screen icon with cursor tracks scrolling for easy feature selection.
- ◆ Auto Image Rotation detects pictures that have been taken with the camera held vertically and automatically rotates the image for in-camera LCD playback.
- ◆ Best Shot Selector enables the camera to take a series of photos and automatically select the one with the sharpest focus.
- ◆ In-camera cropping lets you crop out the part of the image you don't want and keep the part you like. Blur Warning alerts you to a blurry image. Noise Reduction Mode minimizes digital artifacts in long exposures.
- ◆ Voice Memo function records up to 20 seconds of sound that can be then attached to an image.
- ◆ 15 programmed modes automatically handle focus, exposure, white balance, etc., so you can easily take great pictures.

PictureProject Software: Bundled with all Coolpix Cameras



Nikon's exclusive PictureProject software allows users to further manipulate images once they have been uploaded onto a computer. It is an easy-to-use program, which makes it a joy to edit, organize, transfer and share the beautiful photographs achieved with your Coolpix.

PictureProject software comes complete with a user-friendly interface that enables the enhancement of images with effective Edit tools and an Auto Enhance Button. Design albums, create movies with music, share images via e-mail and view images through slideshows with sound that can be displayed on a TV or computer.

COOLPIX P5000

10-Megapixel Digital Camera

The Coolpix P5000 offers advanced functions, ease of operation, and high image quality to satisfy the most demanding photo and camera enthusiasts. The P5000 features a 10-megapixel CCD image sensor, 3.5x Zoom-Nikkor glass lens, an optical viewfinder, and a bright 2.5" LCD monitor with anti-reflection coating. It also incorporates an advanced image-processing engine, which optimizes low light performance and color reproduction, and Nikon's Optical VR Image Stabilization, which compensates for camera shake to create sharper images. Mode dial provides quick access to 16 different scene-optimized modes, 7 movie, Anti-Shake and High Sensitivity modes. In addition, the mode dial has a choice of Program, Shutter- and Aperture-priority, and manual exposure modes for more control. A built-in accessory shoe supports the use of Nikon's advanced i-TTL flash control for external flashes, including the SB-400, SB-600, and SB-800 Speedlights. Optional wide-angle and telephoto lens converters extend the creative possibilities.



FEATURES

High Quality

- ◆ 10-megapixel image sensor delivers excellent resolution for beautiful prints up to 30 x 40" letting you crop your pictures and still get stunning quality.
- ◆ 3.5x optical zoom lens, 36-126mm (35mm equivalent), plus 4x digital zoom equals 14x zoom range. Macro capability lets you shoot as close as 1.6". Nikon's world renowned optical technology delivers clear, crisp images backed by image stabilizing VR assurance.
- ◆ High sensitivity up to ISO 3200 allows you to tackle scenes and situations far beyond the capabilities of conventional compacts. Offers the power to capture fast-moving objects with outstanding clarity and gives you great exposure in significantly lower light.
- ◆ VR Optical Image Stabilization automatically detects and compensates for small movements that would otherwise cause images to blur. Enables a shooting experience similar to shooting at shutter speeds three stops faster.
- ◆ Easily accessed optimization options closely tailor results to the scene at hand or the intended use of the image. Image sharpening, tone compensation, color mode, saturation and hue adjustment is controlled by the user-selected choice of Normal, Softer, Vivid, More Vivid, Portrait, Custom or Black and White options.

Exposure Control

- ◆ Four exposure modes for greater control:
 - Programmed Auto (P) mode sets shutter and aperture settings for optimal exposure.
 - In Shutter-priority Auto (S), you set the shutter, the camera sets the optimal aperture.
 - Aperture-priority Auto (A) offers 10-step control over the aperture setting in 1/3 EV increments to let you control depth of field, while the camera adjusts the shutter speed to achieve optimal exposure.
 - Manual (M) exposure mode gives full control over both aperture and shutter speed settings.
- ◆ In addition, a selection of 16 Scene modes and seven different movie modes can be accessed via the Mode dial and LCD.
- ◆ Live histogram function graphically indicates shadow levels on the left and highlights on the right and helps you avoid under/ over exposure before shooting.
- ◆ Features 16 specially programmed modes (Portrait, Sports, Sunset, Fireworks, Sports, Beach/Snow, Landscape, Museum, Close-up, Dawn/Dusk etc.) that automatically sets focus, exposure, white balance and other adjustments to ensure you take great pictures.
- ◆ Best Shot Selector enables the camera to take a series of photos and automatically select the one with the sharpest focus.

Advanced Features

- ◆ Body features a magnesium alloy front panel, for durability in a lightweight package.
- ◆ Built-in accessory shoe supports the use of Nikon's advanced i-TTL flash control for external flashes, including the Speedlight SB-400, SB-600 and SB-800.
- ◆ Record up to 5 hours of sound via built-in mic and play back over the built-in speaker.
- ◆ Has a bright 2.5" LCD for viewing and sharing, as well as optical viewfinder which helps achieve accurate composition in direct sunlight when the monitor is difficult to use.
- ◆ In-camera cropping lets you crop out the part of the image you don't want and keep the part you like. Noise Reduction Mode minimizes digital artifacts in long exposures.
- ◆ In-Camera Red-Eye Fix automatically detects and corrects red eye.
- ◆ Face-Priority AF: automatically finds and focuses on a person's face within the frame, providing sharp focus to produce clear, crisp portraits wherever the subject is positioned in the frame.
- ◆ D-Lighting: in playback mode, D-Lighting compensates for underexposed images or insufficient flash by adding light and detail to selected shots where needed – without affecting properly exposed areas.

COOLPIX P5000 ACCESSORIES

Rechargeable Li-ion Battery (3.7v 1100mAh) (NIENEL5)Provides up to 250 shots on a single charge.....**19.95****0.67x Wide-Angle Converter Lens (NIWACPP5000)**Gives the P5000 a 35mm focal length equivalent of 24mm. Requires the Adapter Ring.....**109.95****3x Tele Converter Lens (TC-E3ED)**

Extends the reach of the P5000's zoom to a 35mm equivalent of 378mm. Requires the Adapter Ring.

Adapter Ring (NIURE20).....**29.95****AC Adapter (NIEH62A)**: Supplies uninterrupted power for your camera ..**27.95**

	CoolPix S10	CoolPix S-50/50c	CoolPix S200	CoolPix S500	CoolPix P5000
Resolution (Megapixels)	6.0	7.2	7.1	7.1	10.0
LCD Display (size/pixels)	2.5", 230,000	3.0", 230,000	2.5", 153,000	2.5", 230,000	2.5"
Color Modes	Standard, Vivid Color, Black & White, Sepia Cool	Standard, Vivid Color, Black & White, Sepia Cool	Standard, Vivid Color, Black & White, Sepia Cool	Standard, Vivid Color, Black & White, Sepia Cool	Standard, Vivid Color, Black & White, Sepia Cool
Image File Format	JPEG	JPEG	JPEG	JPEG	JPEG
Video Recording	QT Motion JPEG w/ audio	QT Motion JPEG w/ audio	QT Motion JPEG w/ audio	QT Motion JPEG w/ audio	QT Motion JPEG w/ audio
TV Movie	640 x 480 @ 30fps	640 x 480 @ 30fps	640 x 480 @ 30fps	640 x 480 @ 30fps	640 x 480 @ 30fps
Small Size	320 x 240 @ 30fps	320 x 240 @ 30fps	320 x 240 @ 30fps	320 x 240 @ 30fps	320 x 240 @ 30fps
Audio Recording	.Wav (mono)	.Wav (mono)	.Wav (mono)	.Wav (mono)	.Wav (mono)
Optical / Digital Zoom	10x / 4x	3x / 4x	3x / 4x	3x / 4x	3.5x /
Lens Focal Length	6.3mm - 63mm	6.3mm - 18.9mm	6.3-18.9mm	5.7-17.1mm	7.5-26.3mm
35mm equivalent	38mm - 380mm	38mm - 114mm	38-114mm	35-105mm	36-126mm
Max Aperture	f/3.5	TBA	TBA	TBA	TBA
Optical Img Stabilization	Image Sensor Shift	✓	Electronic VR	✓	✓
Focus Type	Contrast-detect TTL AF with AF assist illuminator	Contrast-detect TTL AF with AF assist illuminator	Contrast-detect TTL AF with AF assist illuminator	Contrast-detect TTL AF with AF assist illuminator	Contrast-detect TTL AF with AF assist illuminator
Exposure Control (Auto) Selectable ISO	50 - 800 50, 100, 200, 400, 800	100 - 800 100, 200, 400, 800, 1000	50 - 800 50, 100, 200, 400, 800, 1000	50 - 800 50, 100, 200, 400, 800, 1600, 2000	64 - 800 64, 100, 200, 400, 800, 1600, 2000, 3200
Shutter Speed (seconds)	2 - 1/1000	TBA	TBA	TBA	TBA
Aperture Range	f/3.5 - f/13.6	f/3.3-4.2	f/3.1-5.9	f/2.8-4.7	f/2.7-5.3
Exposure Metering	256-segment Matrix, Center-Weighted, Spot	256-Segment Matrix, Center Weighted in digital zoom	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix Center-Weighted, Spot
Effective Flash Range	1" - 17.7'	12" to 19.6'	2V to 17.75'	1.6' - 24.6'	1' to 26.25'
Burst Capability	1.6 fps continuous	TBA	TBA	TBA	TBA
Built-in Memory	Approx. 16MB	Approx. 13MB	Approx. 20MB	Approx. 26MB	Approx. 21MB
Memory Cards	Secure Digital	Secure Digital (HC)	Secure Digital (HC)	Secure Digital (HC)	Secure Digital (HC)
Battery Type	EN-EL5 Li-ion	EN-EL8 Li-ion	EN-EL10 Li-ion	EN-EL10 Li-ion	EN-EL5 Li-ion
Power Adapter	Optional	Optional	EH-62D (Optional)	EH-62D (Optional)	Optional
Computer Interface	USB	USB 2.0, Bluetooth (S50c Only)	USB	USB	USB
Direct Print Capable	PictBridge		PictBridge	PictBridge	PictBridge
Dimensions (HxWxD)	2.9 x 4.4 x 1.6"	3.6 x 2.3 x 0.8"	3.6 x 2.2 x 0.7"	3.5 x 2.0 x 0.9"	3.9 x 2.5 x 1.6"
Weight (Camera Only)	7.8 oz.	4.4 oz.	4.4 oz.	4.4 oz.	7.1 oz.

FE SERIES

7.1- and 8-Megapixel Digital Cameras

Four extremely easy-to-use cameras offering pre-set shooting modes, large 2.5" LCDs and Digital Image Stabilization, the FE-Series cameras provide effortless digital picture taking. Each camera offers its own unique feature set including: The 7.1-megapixel FE-210 has a built-in Help Guide that will help you select the proper camera settings for your scene, as well as explain how selected settings will affect the camera's performance. The most compact and portable member of the



series, the 7.1-megapixel FE-230 has a 0.6" super-slim design and durable metal body. It adds Bright

Capture technology and also offers an optional underwater housing, that allows you to go 130' below the surface. The 7.1-megapixel FE-240 has a powerful 5x optical zoom in a super-slim (0.79") all-metal body and is available in black as well as silver. The top-of-the-line FE-250 has an 8-megapixel image sensor and super-high sensitivity of ISO 3200 in a slim 0.8" body, to guarantee bright, high-quality images even in low-light situations.

FEATURES

- ◆ The "One Touch" design has individual buttons for shooting, reviewing and deleting images. Buttons are conveniently located on the top of the cameras with icons for easy access to frequently used functions — shooting, playback, zoom and delete options at your fingertips. Macro mode, flash mode and a self-timer are on an arrow pad for quick use for composing images.
- ◆ Digital Image Stabilization (DIS) freezes the action with high ISO sensitivity and fast shutter speeds to prevent blurry images caused by a moving subject. The FE-230, and FE-240 add DIS Edit, which uses a built-in gyro sensor to track camera movement to fix blurry images in the camera.
- ◆ Their large 2.5" and bright (230,000 pixels) LCD screens make it easy to see clear images when composing shots as well as sharing of images with friends and family.
- ◆ 'My Favorites' mode allows users to select favorite photos to show family and friends anywhere, anytime. Users can select nine photos and save them using a minimal amount of the camera's internal memory.
- ◆ Pre-set shooting modes, accessed via a rotating dial and menu button on the back of the cameras, makes it easy to capture great images in a variety of lighting situations, such as Sports, Fireworks, and Night Scene with Portrait. The FE-210, FE-240 and FE-250 offer 16 different shooting modes, while the FE-230 features 19 shooting modes including three underwater scene modes.
- ◆ The FE-210 can record movies at 640 x 480 or 320 x 240 at 15 frames per second (fps). The FE-230, FE-240 and FE-250 record movies at 640 x 480 and 320 x 240 at 30fps.
- ◆ Included Olympus Master software provides the ultimate in digital imaging management. An intuitive user interface makes downloading to your computer quick and simple. Images are easily organized by folders or albums. And with one-click editing tools, such as red-eye removal, images can be touched up before printing or e-mailing. Online support, templates, firmware upgrades and other user services are just a mouse-click away. Also allows up to 10 frames to be stitched using Olympus xD-Picture Card.

- ◆ All except the FE-240 feature a 3x optical zoom (35mm equivalent of 38-114mm) to deliver sharp, clear images and bring you closer to the action without taking a step. The FE-240 has 5x optical zoom (38-190mm equivalent). Each also has a 4x digital zoom.

Step-up Features

- ◆ The FE-250 offers super-high ISO sensitivity up to 3200, which extends the flash working range, enabling capture of clear and bright subjects and backgrounds in low-light situations. Sharp images of fast moving subjects can also be captured in low-light settings.
- ◆ FE-230, FE-240 and FE-250 include Bright Capture Technology, enables preview and shooting of images in a low-light environments using specific scene modes. Ideal when flash isn't appropriate to capture the softness and warmth of a candlelit dinner or natural skin tones in subdued lighting.
- ◆ Olympus' exclusive TruePic TURBO Image Processor enhances image quality for brilliant blue skies and accurate flesh tones and delivers faster overall processing speeds for rapid start-up, shutter release and playback. TruePic TURBO enables the FE-230, FE-240 and FE-250 to capture information from the CCD with pixel "micro-smoothing" that delivers clearer and more color-accurate photos.

The FE-210 and FE-230 feature an enhanced Help Guide that makes digital photography simple and fun. A tutorial "shooting guide" educates users on tips for achieving specific effects, such as "shooting into backlight" and "adjusting coloration". It provides detailed descriptions for various situations and environments, and sets the camera with the touch of a button, making the transition from learning to taking great pictures instantaneous.

FE SERIES

Olympus Premium and Sporty Carrying Cases

Olympus offers premium cases in six colors, including chocolate suede and red leather. A sporty neoprene case is also available for the entire FE-series of cameras and is perfect for active or outdoor situations.

Slim Leather Case: For the FE-230, 240 and 250. Available in Red (OLCSLR), Brown (OLCSLDB), and Black (OLCSLB)**19.95**

Compact Leather Case: For the FE-210, 230, 240 and 250. Light Brown (OLCCLLB)**24.95**

Compact Suede Case: For the FE-210, 230, 240 and 250. Available in Camel (OLCCSC), and Chocolate (OLCCSCH)**24.95**

Soft Carrying Case (OLCLS800): Protect your FE-210, 230, 240 and 250 with this attractive soft leather case. It features a belt-loop and interior mesh pockets to hold extra xD cards. 3 x 4.25 x 1.5" (WHD)**14.95**

Neoprene Case (OLNCFES): Soft weather resistant neoprene case with wrist strap protects your FE-210, 230, 240 and 250 from scratches, and provides perfect storage. It features a pocket for media cards and a velcro belt loop 2.25 x 3.75 x 1.25" (WHD)**13.95**

Silicon Protective Skin for FE-230: Protects your FE-230 against dust, bumps and scratches while giving you complete control of all the camera functions. Built-in feet stabilize the camera on uneven surfaces. Available in Blue (202130) and Pink (202131)**CALL**



Underwater Housing for FE-230 (OLPT038): When the action moves from the beach to the water, you don't need to leave your digital camera behind. Specially customized for the FE-230, this underwater case is waterproof up to depths of approximately 130' beneath the surface. With its durable, high quality polycarbonate construction, it protects the camera from water while cushioning it from knocks and bumps on land. Complete control of photo functions, such as zoom and flash mode, is also permitted.

FE/Stylus Digital Accessory Kit (OLSAK): An accessory kit for the FE-230, 240, and 250. It contains three of the most popular accessories for your camera: a leather carry case, a metal neck strap, and an additional Olympus LI-42B lithium-ion rechargeable battery**44.95**

Digital Camera Starter Kit (OLDSK): An accessory for the FE-230 containing a nylon case, four NiMH batteries with an overnight charger, and a 7" tabletop tripod**29.95**

Lens	FE210	FE230	FE240	FE250
Effective Resolution	7.1 Megapixel	7.1 Megapixel	7.1 Megapixel	8.0 Megapixel
Lens	6.3-18.9mm (38-114mm equivalent)	6.3-18.9mm (38-114mm equivalent)	6.4-32mm (38mm-190mm equivalent)	7.4-22.2mm (35-105mm equivalent)
Zoom	3x optical + 4x digital	3x optical + 4x digital	5x optical + 4x digital	3x optical + 4x digital
Aperture Range	f/3.1-5.9 (max.)	f/3.1-5.9	f/3.3-5.0	f2.8 - f4.7
LCD	2.5", 154,000 pixels	2.5", 115,000 pixels	2.5", 115,000 pixels	2.5" color LCD, approx. 230,000 pixels
Focus Range	Normal Mode: 23.6" - infinity Macro Mode: 3.9" - infinity Super Macro Mode: 2.0" - infinity	Normal Mode: 23.6" - infinity Macro Mode: 3.9" - infinity Super Macro Mode: 2.0" - infinity	Normal Mode: 27.6" - infinity Macro Mode: 7.9" - infinity Super Macro Mode: 1.2" - infinity	Normal Mode: (Wide) 23.6" - infinity (Tele) 23.6" - infinity Macro Mode: (Wide) 11.8" - infinity
Shutter Speed	4 - 1/2000	4 - 1/2000	4 - 1/2000	4 - 1/1000
Computer Interface	USB 2.0	USB 2.0	USB 2.0	USB 2.0
Memory	xD-Picture Card / 7MB Built-in	xD-Picture Card / 20MB Built-in	xD-Picture Card / 20MB Built-in	xD-Picture Card / 20MB Built-in
Direct Printing	PictBridge	PictBridge	PictBridge	PictBridge
Battery	2x AA	LI-42B Li-ion	LI-42B Li-ion	LI-42B Li-ion
Dimensions (HWD)	2.5 x 3.5 x 1.2"	2.2 x 3.6 x 0.75"	2.2 x 3.7 x 0.9"	2.2 x 3.7 x 0.9"
Weight	4.3 oz.	3.7 oz.	4.1 oz.	4.1oz.

STYLUS 760

7.1-Megapixel All-Weather Digital Camera

Available in four colors (black, silver, pink and light blue), the sleek Stylus 760 expands on the Stylus line's reputation for ergonomic design, high-performance and all-weather durability with pioneering technologies that enable you to capture sharp, blur-free images in a variety of active shooting situations. It features TruePic TURBO for high speed response, 3x optical zoom lens, 26 shooting modes, and Dual Image Stabilization to ensure the clearest pictures possible in any situation - whether you or your subject are moving. For convenience, it offers a Help Guide function, 2.5" LCD with Backlight Boost button, and in-camera editing.



The Stylus 760's compact body design and three underwater scene modes make it the perfect camera to take diving. Constructed of transparent polycarbonate with safety-locked O-ring seals, the optional PT-036 underwater housing enables the Stylus 760 to safely travel down 130' below the surface. Large red grips, a responsive shutter button and a precision zoom lever make it easy to operate even through diving gloves.

STYLUS 760, STYLUS 770 SW AND STYLUS 780 ALL FEATURE

- ◆ 7.1-megapixel resolution allows the Stylus 760 to deliver superior quality images and larger sized prints without sacrificing detail.
- ◆ The Stylus 760 and S770 SW have a 3x optical zoom (35mm equivalent of 38-114mm) to deliver sharp, clear images and bring you closer to the action without taking a step. Adding their 5x digital zoom gets you even closer with a combined zoom of 15x.
- ◆ The Stylus 780 features a 5x optical zoom (35mm equivalent of 36-180mm) and adds 5.6 x digital giving you a seamless 28x zoom.
- ◆ The Stylus 780 features Digital Image Stabilization which freezes action by utilizing high ISO sensitivity and fast shutter speeds preventing blurry images caused by a moving subject. The Stylus 760 and 780 add Sensor-Shift Image Stabilization which keeps images sharp by adjusting the CCD image sensor to compensate for camera movement, which often occurs in low-light conditions when shutter speeds are slower.
- ◆ Typically, moisture and photography are a bad combination—especially when rain, snow or sleet is involved. Stylus cameras are renowned for their ability to withstand the elements. The Stylus 760 and 780 offer an all-weather design featuring a lightweight metal body that is coated and sealed with rubber gaskets throughout the interior to ensure that rain, dust and snow don't get in.
- ◆ At times when you want to capture an image with ambient light (to capture the softness and warmth of a candle lit dinner or natural skin tones in subdued lighting). Olympus' Bright Capture Technology makes it possible to clearly compose and capture subjects on the LCD in low light. Specific scene modes for high sensitivity settings (up to ISO 2500) and rapid auto-focus enable even fast-action photos to be captured with low levels of available light. Plus, Bright Capture Movie lets you record the moments in the dark even after the candles are blown out.
- ◆ TruePic TURBO enables them to capture information from all 7.1 million pixels with pixel "micro-smoothing" for clearer and more color-accurate photos. Fast start-up of less than one second and nearly instant shutter release time ensure a high-speed response so your camera is always ready.
- ◆ The Stylus 780 includes 23 shooting modes, including several pre-set scene modes such as Beach & Snow, Available Light Portrait and Sunset. The Stylus 760 and 770 SW adds shooting modes dedicated to underwater.
- ◆ The Stylus 760 and S770 SW record video with sound at 640 x 480 at 15fps (the 780 records at 30 fps). All three also can record smaller files: 320 x 240/15 fps, HQ; 160 x 120/15fps. Video lengths are limited only by the size of the xD-Picture Card.
- ◆ They each include a 2.5" high-resolution LCD featuring a wide viewing angle of 140° making it easy to frame shots when shooting at an odd angle or sharing pictures with a group of people. The Stylus 760 has a Backlight Boost Button that increases the brightness of the LCD for excellent visibility, even in direct sunlight. The Stylus 770 SW and 780 feature anti-glare technology that uses natural light to brighten the LCD.
- ◆ Quickly download pictures to a computer to view, edit, and email with USB 2.0 High speed interface making it easy and fast.
- ◆ Turn pictures on the camera into vibrant pictures in your hands. A single cable is all it takes to connect to a PictBridge compatible printer and print colorful pictures.
- ◆ In-camera editing features such as red-eye fix, resizing, frames, text options, color brightness and saturation adjustments enable users to edit photos right in the camera.
- ◆ Included Olympus Master software provides the ultimate in digital imaging management. Downloading to your computer is quick and simple, and images are easily organized by folders or albums. And with one-click editing tools, such as red-eye removal, images can be touched up before printing or e-mailing. Online support, templates, firmware upgrades are a mouse-click away.

OLYMPUS

STYLUS 770 SW

Shockproof, Waterproof, Crush and Freezeproof Digital Camera

Go where no other digital cameras has gone before. Built for active lifestyles, the 7.1-megapixel, ultra-compact Stylus 770 SW is designed to take great photos in nearly any environment, including underwater down to depths of 33' and in winter weather as frigid as 18° below freezing. It can also survive falls up to five feet and heavy loads up to 220 pounds of pressure. Within the camera's rugged exterior is an array of innovative technologies to ensure clear, sharp images in the roughest of shooting situations.



- ◆ Durable stainless steel body and reinforced LCD panel are engineered to withstand loads of up to 220 lbs.—force. No more worrying about damaging your camera in a backpack, luggage or by simply sitting on it.
- ◆ Water-repellent lens coating prevents water droplets from forming on the lens so you get crystal clear shots no matter how wet the shooting environment.
- ◆ Don't let harsh winter weather stop you from capturing memorable moments. The 770 SW performs below freezing (14° fahrenheit).
- ◆ Lightweight with stainless steel exterior with rubber gaskets and O-rings to seal the interior from the elements, the Stylus 770 SW performs as well under water (down to 33' below the surface) as it does on land.
- ◆ Has four custom underwater scene modes making it the perfect camera for the pool, snorkeling and scuba diving. For those who want to explore greater depths, the PT-035 underwater housing, designed specifically for the Stylus 770 SW, enables the camera to venture 130' beneath the surface.
- ◆ LED Illuminator works like a mini-flashlight on the front of the camera to enhance focus during macro shooting — great for underwater close-ups where light is scarce.
- ◆ Built-in manometer, which measures water and air pressure, enabling you to accurately monitor the depth or altitude of your images. Ideal for adventure-seekers who want to snap shots while scuba diving, hiking and skiing. The depth and altitude are recorded when each image is taken, and the information is stored within each picture's digital file.

STYLUS 780

7.1-Megapixel All-Weather Digital Camera

The Stylus 780 is a 7.1-megapixel digital compact camera with technologies from Olympus' next-generation digital single lens reflex (SLR) camera for taking crisp, clear photographs in a variety of active situations. The ultra compact 5x optical zoom point-and-shoot camera includes Dual Image Stabilization, TruePic III image processor for superior image quality with truer-to-life color; and Shadow Adjustment Technology that enables users to preview and capture details that are hidden within shadows — perfect for outside shots in bright sun when dark shadows are prevalent or shooting in backlit situations.

- ◆ Shooting outdoors in bright daylight can be tricky because of the extreme contrast between dark shadowed areas and bright sunlight areas. Equipped with Shadow Adjustment Technology, which compensates for extreme contrast where the shadow areas are underexposed and lack visible detail, users can preview and capture images that have the same contrast as seen with the naked eye. Combined with Face Detection Auto Focus and Auto Exposure, the Stylus 780 captures smiles in shadows without getting a dark image in difficult lighting such as in backlit situations.
- ◆ Perfect Shot Preview mode lets you view and select various effects on the screen before even snapping the shot. This feature lets you see precisely what the image will look like when adjustments are made, ensuring users are capturing the exact image they want. It's an ideal way for novice users to learn about the effects of different photography techniques, such as exposure compensation, white balance and metering.
- ◆ Powerful TruePic III captures beautiful images with superior quality and eliminates graininess. Even pastel colors are reproduced in true-to-life colors across the entire photograph.

SP-510 UZ

7.1-Megapixel Camera with 10x Optical Zoom Lens

With the SP-510 UZ, you'll never miss the action. Thanks to its powerful 10x optical zoom lens (35mm equivalent of a 38-380mm), wildlife and sports photographers in particular will be able to reach out to distant subjects and bring them in for closer scrutiny. The 7.1 million pixel resolution means that every detail will be there to see. When shooting in 3-million pixel mode, a special Fine Zoom option is available that boosts magnification to a phenomenal 15x, making it the equivalent of a 38-570mm zoom. Yet in spite of these impressive specs, the SP-510 UZ remains a remarkably compact and easy to use camera. Nothing escapes the gaze of the SP-510 UZ, even when the sun starts to set. BrightCapture Technology boosts maximum ISO value to an amazing 4000 allowing the camera to deliver great results even in low-light conditions. Energy efficient to the extreme, the SP-510 UZ needs just one set of AA batteries for up to 630 shots.



FEATURES

High Quality

- ◆ The 7.1-megapixel CCD image sensor delivers superior image quality capturing the most subtle details that are consistently sharp and vivid, even in large-format prints or when the image is cropped. Recording in both JPEG and RAW file formats, the SP-510 UZ is perfectly suited for a wide range of users – from new photographers to advanced users who want maximum creative control.
- ◆ With high ISO sensitivity and fast shutter speed to stop the action, Digital Image Stabilization lets you capture crisp, clear pictures – free from the blur sometimes caused by camera shake or moving subjects.

10x Optical Zoom

- ◆ 10x optical zoom lens brings the action closer in an ergonomic body that's easy to handle. The bright, high-quality optical system is precision-crafted using extra-dispersion (ED) and high-refractive-index aspherical lens elements to deliver edge-to-edge sharpness and clarity.
- ◆ The lens provides the 35mm equivalent of 38 to 380mm with 50x combined total zoom (10x optical and 5x digital). The Super Macro Mode allows users you capture details such as the iridescent petals of a flower or the wings of a butterfly from as close as 1.18".

High Performance

- ◆ BrightCapture technology increases the camera's sensitivity to light by boosting the maximum ISO value to a striking 4000 (however, maximum resolution is only 4-megapixels), lessening the need to use flash and preserving the atmosphere of the ambient light.
- ◆ Has a 2.5" LCD (115,000 pixels) monitor as well as an electronic viewfinder enabling you to compose and review images with ease.
- ◆ Extra-long battery performance ensures no photo opportunity is missed. Using regular alkaline batteries, you can capture up to 630 shots – the highest of any AA digital camera.
- ◆ TruePic TURBO Image Processor delivers incredible image quality for true-to-life colors and skin tones as well as faster overall processing speeds for rapid startup, shutter release and playback. Enables the SP-510 UZ to capture information from all 7.1 million pixels with pixel "micro-smoothing" that delivers clearer and more color-accurate photos, even at lower resolutions.
- ◆ The SP-510 UZ makes it easy to take great photos in a variety of scenarios and lighting situations with 21 pre-programmed scene modes, including 640x480 VGA-quality video with sound at 30fps up to the capacity of your xD card. Simply select the desired mode for portraits, landscapes, night scenes, fast-action, macro and much more.

Conveniences

- ◆ In-camera editing features such as Red-Eye Fix and the ability to add frames and titles, crop, adjust brightness, switch from color to black-and-white or sepia, make calendar prints, and more—can all be done without using a computer and editing software. Also, the Lighting Fix feature corrects the underexposed areas in your picture to reveal the details hidden in the shadows.
- ◆ A built-in Help Guide explains the pre-programmed scene modes, features and settings, and a tutorial Shooting Guide that educates users on how to accomplish specific effects. The Shooting Guide not only provides detailed descriptions for various photographic scenarios, but also actually sets the camera with the touch of a button, making the transition from learning to doing instantaneous.
- ◆ At a compact size of just 4.2 x 2.9 2.8" (WxHxD) and only 11.6 ounces, the camera tucks away easily into a case, bag or backpack. The addition of an enhanced ergonomic grip makes it even easier to shoot with one or two hands.
- ◆ The SP-510 UZ features a threaded barrel, which enables easy attachment of add on lenses for even more creative control. Compatible accessory lenses include the WCON-07 Wide-Angle and the TCON-17 1.7x Telephoto Conversion Lens.

OLYMPUS

SP-550 UZ

7.1-Megapixel Camera with 18x Optical Zoom Lens

The SP-550 UZ Ultra Zoom offers the ultimate in power and versatility with a compact, best-in-class 18x optical zoom lens (35mm equivalent of 28-504mm), which gives users the ability to shoot telephoto, wide-angle and macro (down to 0.4") all in one. It also captures images at an incredible 15 frames per second—the highest burst rate of any compact digital camera. Crisp, clear images can be captured far and wide with Dual Image Stabilization and the broadest focal range available on any digital point-and-shoot. The camera's full manual exposure control provides professionals and photo-enthusiasts with unlimited creativity, while its automatic settings, in-camera editing and built-in Help Guides will put novice users at ease.



FEATURES

18x Wide-Angle Ultra Zoom

- ◆ Featuring an incredible 18x zoom lens, the SP-550 UZ offers maximum versatility for travel, sports and everyday use. Get closer to the action than with any compact digital camera on the market. While the wide-angle gets more into the frame – perfect for indoors, landscapes and group shots. The super macro mode lets you capture the most subtle details from as close as 0.4".
- ◆ The compact, precision-crafted lens combines high-refractive, aspherical and extra-dispersion (ED) lens elements to deliver edge-to-edge sharpness and clarity. The bright, f/2.8-4.5 lens provides the 35mm equivalent of a 28-504mm, with 100x total seamless zoom (5.6x digital zoom).

High-Speed Shooting

- ◆ With the ability to shoot up to 15 fps (frames per second), the SP-550 UZ offers the highest burst rate of any compact digital camera. The inclusion of Pre-Capture technology, which works in conjunction with burst shooting, enables users to capture the action before and after fully pressing the shutter button. Pre-Capture compensates for slow reaction times by capturing images (five frames) to the camera's buffer memory even before the shutter button is fully pressed— virtually guaranteeing that none of the action will be missed even if the user's reaction time is slow.

Full Exposure Control

- ◆ Program, Aperture-and Shutter Priority, and manual modes give versatility and control for optimal performance in any situation.
- ◆ The SP-550 UZ makes it easy to take great photos in a variety of scenarios and lighting conditions with 30 shooting modes, including 640 x 480 video with sound at 30 fps up to the capacity of your xD card. Simply select the desired mode for portraits, landscapes, night scenes, fast-action, macro and more.

Dual Image Stabilization

- ◆ Combines two technologies to ensure beautiful, blur-free images in any situation.
- Sensor-Shift image stabilization keeps images sharp by adjusting the CCD to compensate for camera shake, which often occurs when zooming in on your subject and in low-light conditions when shutter speeds are slower.
- Digital Image Stabilization freezes the action with high ISO and fast shutter speeds to prevent blur caused by moving subject.

High Performance

- ◆ 7.1-megapixel image sensor captures sharp, vivid details even in large-format or cropped prints. The SP-550 UZ records in both JPEG and RAW file formats
- ◆ Compose and display images on the bright 230,000-pixel LCD. Also has an electronic viewfinder with dioptic correction.
- ◆ With ISO 1600 and up to ISO 5000 (at 3MP resolution), the SP-550 UZ offers superior low-light and fast-action photography. Combined with shutter speeds of up to 1/2000 second, and you can easily capture action shots, at a game or in your backyard.
- ◆ Even when it's too dark for your eyes to see, BrightCapture technology lets you preview your subject clearly on the LCD, then capture an image that's clear and bright without having to use a flash.
- ◆ In-camera editing features such as Red-Eye Fix and the ability to add frames and titles, crop, adjust brightness and more - can be done without a computer. Lighting Fix feature corrects underexposed areas.

Accessories for the SP-510 UZ and SP-550 UZ

0.7x Wide Conversion Lens (OLWALC): For the SP-510 UZ.....	109.95
1.7x Telephoto Conversion Lens (OLI.7X): For SP-510 UZ and SP-550 UZ.....	92.95
CLA-4 Lens Adapter (OLLATC700UZ): Required for the SP-510 UZ to accept lenses.....	16.95
CLA-10 Lens Adapter (OLLATSP5500): Required for the SP-550 UZ to accept lenses.....	29.95
PT-037 Underwater Housing (OLPT037): For the SP-550 UZ.....	Call

DMC-LS70 • DMC-LZ6 • DMC-LZ7

7.2-Megapixel Digital Cameras

Incorporating a sleek ergonomic design that looks great and feels good in your hand, the 7.2 megapixel DMC-LS70 (3x optical zoom), DMC-LZ6 and DMC-LZ7 (6x optical zoom) feature Panasonic's Intelligent Image Stabilization system with MEGA O.I.S. (Optical Image Stabilizer) and Intelligent ISO Control, allowing you to capture clear, crisp photos indoors, at night, during action shots, or when taking macro close-ups.

They incorporate the Venus Engine III image processor which lets them record at ISO 1250 with full resolution, and aids in noise reduction. It also



DMC-LS70



DMC-LZ6

DMC-LZ7

gives them outstanding response time with shutter release time lag as short as 0.005 second. This makes it easy to capture sudden, spur-of-the-moment shots, and allows for unlimited consecutive shooting. They also offer 18 scene modes, a Date Stamp function, high quality video, and a user friendly menu with a graphical user interface optimized with brighter colors for easier viewability. They accept large-capacity SDHC memory cards, giving you more flexibility while shooting. Except for the size of their LCD monitors, the DMC-LZ6 (2") and DMC-LZ7 (2.5") are identical.

FEATURES

High Quality

- ◆ 7.2-megapixel resolution delivers superior image quality capturing the most subtle details that are consistently sharp and vivid, even in large-format prints up to 20 x 30" or when the image is cropped.
- ◆ The DMC-LS70 offers a 3x (35-105mm equivalent) optical zoom and can extend it's zoom to 4.5x by using only the center part of the CCD (3MP resolution). The DMC-LZ6 and LZ7 have a 6x (37-222mm equivalent) optical zoom lens. Each also offers a 4x digital zoom for seamless 12x or 24x zoom.
- ◆ Image blur, commonly caused by camera or subject movement is corrected with the MEGA O.I.S. (Optical Image Stabilization), which uses built-in gyro-sensors to detect the smallest camera movement. It instantaneously shifts a lens element in the opposite direction to compensate, giving you sharp, clear images.
- ◆ Motion blur - caused when a subject moves, is minimized with Intelligent ISO Control. This system actually detects whether the subject is moving and automatically adjusts the ISO setting and shutter speed to minimize the motion blur effect while maintaining good exposure.

High Performance

- ◆ Venus Engine III processor delivers fast and responsive shooting with an extremely fast shutter lag, so you won't miss that "perfect" shot. It also enables high ISO to minimize motion blur and take pictures under low lighting without the need for a mood-killing flash. Furthermore, the advanced processor enables fast, and unlimited continuous shooting at a fast frame rate —ideal when shooting sports or other fast paced events.
- ◆ They can record beautiful full-size movies in 16:9 Wide VGA (848 x 480) as well as standard VGA (640 x 480) at 30 frames per second with enhanced picture quality and brightness. They can also shoot QVGA resolution for e-mail/web applications.
- ◆ They incorporate 2- and 2.5" diagonal high-resolution LCD monitors to easily see your subject. When shooting outdoors, the Power LCD button will boost backlighting by about 40% for easier visibility in bright sunlight. High Angle Mode improves viewability from a low angle, such as when shooting over a crowd. These displays also provide many shooting assist features such as guide lines for better image framing and a histogram function to check exposure on the fly.

Conveniences

- ◆ The Function Button provides a shortcut to frequently used menu settings - this single button lets you turn consecutive shooting on/off, make white balance adjustments, set the ISO sensitivity and image size, and select the compression format, while you continue to view your subject on the LCD.
- ◆ Date Stamp with three variations:
 - Simply stamp the date on photos
 - Stamp the day of a trip or event on the photo
 - Stamp an age in months on the image itself
- ◆ 18 scene modes provide the best overall image quality for common shooting situations. These include Portrait, Sports, Scenery, Night Scenery, the new Sunset and Pet modes, and more. It is easy to select the best scene mode thanks to the Scene Mode list display and help screen, which shows the description of each mode on the LCD monitor.
- ◆ Auto angle detection records whether an image was taken horizontally or vertically. This ensures that when playing back on the LCD monitor or displaying images on your TV, vertical images are automatically displayed vertically and horizontal images are automatically displayed horizontally.

DMC-LS70 • DMC-LZ6 • DMC-LZ7

- ◆ They are powered by two AA batteries, which can be purchased almost anywhere, so you don't have to worry about battery power running low.
- ◆ They take approximately 250 pictures with Oxyride batteries and up to 150 shots with ordinary alkaline batteries. NiMH rechargeable batteries can provide an impressive 460 shot on a full charge.
- ◆ Send images directly to print, without the need of a PC, when using PictBridge compatible printers.
- ◆ The camera includes 27MB of built-in memory. The memory capacity can be expanded dramatically with Secure Digital (SD) or Secure Digital High Capacity (SDHC) memory cards.
- ◆ In addition to the ArcSoft PhotoImpression, and PhotoBase software that provides exceptional image editing and organization capability, they include the Lumix Simple Viewer for beginners to store, playback, print or E-mail images via the PC. Images will also be sorted by the date of shooting to streamline the picture organizing process.

LUMIX DMC-FX10 & FX12

6- and 7.2-Megapixel Digital Cameras

Compact and stylish, the Lumix DMC-FX10 (6 MP) and DMC-FX12 (7.2 MP) offer a wide-array of enhanced features from a redesigned grip part and built-in memory, to gentle Image Stabilization and Leica DC Lens with 3x optical zoom (35mm equivalent 105mm). They both include a large, bright 2.5" Power LCD and they accept large-capacity SDHC memory cards, giving users more flexibility in shooting and recording. Additionally, they feature a menu and graphical user interface with brightened colors for easier viewability.

Fitting with their stylish reputation, DMC-FX10 is available in silver, pink and blue, DMC-FX12 in silver and black.



SAME FEATURES AS THE DMC-LZ6/DMC-LZ7 EXCEPT—

- ◆ Using a Leica DC Vario-Elmarit lens for 3x optical zoom, these cameras have a large, bright aperture, while the Leica multi-coating process applied to the lens further improves image quality and minimizes haze and ghosting. Images captured by the DMC-FX10 and FX12 are crisp and clear - right to the edges, thanks to this superb lens. Plus, you can use the 3x optical and 4x digital zoom together to produce a 12x zoom.
- ◆ The new 'underwater' mode combined with the optional Marine Case, make them perfect for underwater photography.
- ◆ They come supplied with rechargeable battery and charger, and include ArcSoft Panorama Maker software that allows you to automatically "stitch" photos together to create a single, wide panorama-like image.
- ◆ Incorporating the latest lithium-ion battery and a Venus Engine processor that consumes less power than previous processors, they provide impressive battery life so you can take about 370 pictures on a charge.
- ◆ They have a built-in speaker so you can watch as well as listen to just recorded videos.
- ◆ Comprising seven elements in six groups, including three lenses with three aspherical surfaces, this advanced lens unit passes Leica's stringent standards and delivers an exceptional optical performance. Further, in 3-megapixel resolution mode, the Extra Optical Zoom function extends the zoom to 4.1x (FX10) or 4.5x (FX12) by using the center part of the CCD.

DMW-SDP1 HDTV Photo Player

The optional DMW-SDP1 connects to high-definition televisions using a HD Component Video connection, and accepts either SD or MMC media cards, including the new SDHC high capacity cards. Based on the Panasonic Venus Engine III, the device supports viewing of both still images (up to 25 thumbnails, or in a slideshow mode) and movies (up to 1280 x 720 pixels). An included remote control or buttons on the unit's top panel provide for controls, and the device can also be connected to PictBridge compatible printers to allow for printing without the use of a PC.



DMC-FX10
is available in Silver,
Pink, and Brown finishes



DMC-FX12
is available in Black
and Silver finishes

LUMIX DMC-FX30 & FX50

7.2-Megapixel Digital Cameras

World's slimmest cameras with a 28mm wide-angle Leica DC Vario-Elmarit lens, the 7.2 megapixel DMC-FX30 (2.5" LCD) and DMC-FX50 (3" LCD) allow you to fit more people in a photo when space is tight; or capture beautiful landscapes with sweeping scenery or large structures. Featuring a 3.6x optical zoom (35mm equivalent of a 28-100mm) with f/2.8 brightness, they also incorporate the Intelligent Image Stabilization system - which combines MEGA O.I.S (Optical Image Stabilizer) with Intelligent

ISO Control to take the blur out of photos caused by unsteady hands and moving subjects. Furthermore, in 3-megapixel resolution mode, the Extra Optical Zoom function uses the center part of the CCD to provide additional magnification, extending the zoom power to 5.3x. In addition, they accept large capacity SDHC memory cards, giving more flexibility in shooting and recording. They also incorporate a wide variety of scene modes for different situations, including the new Pet and Sunset modes. These modes take advantage of the Intelligent ISO Control to fight against unexpected motion and give great results. The DMC-FX30 is available in black, silver, blue and brown, each with a specially textured finish that takes best advantage of the color. The DMC-FX50 is available in black or silver.



Lumix
DMC-FX30

Lumix
DMC-FX50

STEP-UP FEATURES FROM THE DMC-FX12 (PREVIOUS PAGE)—

- ◆ The DMC-FX30 and DMC-FX50 are equipped with an impressive 3.6 wide angle Leica DC Vario-Elmarit zoom lens (35mm equivalent of a 28-100mm) with a fast f/2.8 aperture that incorporates five aspherical lenses, including an Extra High Refractive Index Aspherical Lens (EA Lens).
- ◆ 28mm wide-angle capability lets you easily capture large groups of people indoors or expansive architectural structures and scenes with dynamic width and rich perspective.
- ◆ They are remarkably slim and super-stylish cameras that feature a distinctive finish. Their cool design and lightweight makes it easy to take them everywhere you go, just like a fashion accessory, for even more fun.
- ◆ The High Sensitivity mode increases the equivalent ISO sensitivity of the cameras to an incredible ISO 3200 - making it possible to take sharp, blur-free shots of active children or pets even in indoor settings with limited light, or without a flash.
- ◆ In burst mode they can shoot 3 frames/sec in full resolution; 5 frames/sec in Fine mode; and 7 frames/sec in standard mode.
- ◆ Pixel-mixed readout method performed by the CCD automatically increases the brightness level of the live image on the LCD, which greatly facilitates shooting in low light situations.
- ◆ Incorporating the latest lithium-ion battery and the Venus Engine III processor that consumes less power than previous processors, the DMC-FX30/FX50 provide impressive battery life so you can take approximately 280 pictures on a charge.
- ◆ Record 5-seconds of audio with an image, plus you can audio dub for up to 10 seconds.
- ◆ Auto Bracketing (AE) +1/3EV-1EV Step, 3 Frame.
- ◆ They have resolution options that are available in three aspect ratios - 16:9 for displaying on a wide screen monitor or TV, 3:2 for making standard photo album prints, and 4:3 for more traditional image dimensions common in picture frames.



DMC-FX50 Only

The DMC-FX50 incorporates a large 3" high-resolution (230,000 pixels) resolution LCD monitor. Taking advantage of the large size, the FX50 enables dual image playback to display any two images vertically in the LCD and compare them as well as the 9-frame cutouts from a motion image.



DMC-FX30
is available in Silver, Black,
Blue, and Brown finishes



DMC-FX50
is available in Silver
and Black finishes

LUMIX DMC-TZ3

7.2-Megapixel Digital Camera with 10x Optical Zoom

Featuring 7.2-megapixel resolution, a Leica DC Vario-Elmar 10x optical zoom lens, Intelligent Image Stabilization - the industry's most advanced against blurring - a huge 3" LCD, and a compact, stylish, stainless steel body, the DMC-TZ3 is the perfect camera for anyone with an active lifestyle. With the ability to shoot from 28mm at the wide end and 280mm in telephoto, it is fully equipped for any photo shooting situation.

The DMC-TZ3 also features the Panasonic Venus Engine III, its most advanced image-processing engine. The engine helps to improve noise reduction and can record at a sensitivity setting as high as ISO 1250 with full resolution. With its multi-task image-processing capability, the Venus Engine III also boasts outstanding response time, shutter release time lag as short as 0.006 second, and shutter interval as short as 0.5 seconds. This fast response makes it easy to capture sudden, spur-of-the-moment shots. Additionally in burst shooting mode, the DMC-TZ3 can fire off three shots per second at full resolution and allows unlimited consecutive shooting until the SDHC/SD memory card is full.



FEATURES

- ◆ 7.2-megapixel resolution yields superb photo quality 16 x 20" prints. The camera can also reproduce images in any of three aspect ratios (4:3, 3:2 or 16:9), and at any point in the zoom range, so you can always capture dynamic, richly expressed shots with a wide perspective.
- ◆ Leica DC Vario-Elmarit lens delivers exceptional optical performance, and the powerful 10x optical zoom (35mm equivalent of a 28-280mm lens) provides a wide range of capabilities from broad landscapes and group shots to nature and sports photos.
- ◆ The zoom ratio can be further extended up to 15x in 3-megapixel resolution mode with minimal deterioration via the Extra Optical Zoom function. In combination with the 4x digital zoom, a zoom factor of up to 60x can be achieved.
- ◆ MEGA O.I.S (Optical Image Stabilizer) offsets unintentional hand movement for clear, sharp images even when taking shooting handheld telephoto or at night. This system uses built-in gyrosensors to detect even tiny camera movement and then shifts a lens in the opposite direction to compensate. System is completely optical so you get sharp, clear images with minimal degradation. Also lets you reduce the shutter speed more than 3 stops below the conventionally accepted hand movement limit, greatly expanding what you can do with a digital camera.
- ◆ High Sensitivity mode allows you to shoot at up to ISO 3200 by using the pixel-mixed readout method, effectively raising the shutter speed. It not only minimizes motion blur, it also lets you take clearer, sharper shots in dim lighting without using a flash.
- ◆ The DMC-TZ3 has a release time lag as low as 0.006 seconds. It can fire consecutive shots at 3 frames per second, and offers unlimited consecutive shooting at 1 fps, so you can keep shooting until the SD memory card or built-in memory is full.
- ◆ 20 scene modes allows effective capture of almost any photo situation including new modes like 'aerial' mode and 'Baby' mode with the ability to set two birthdays for two children as well as portrait, soft skin, scenery, night portrait, night scenery, food, party, candle, fireworks, starry sky, etc.
- ◆ Records standard VGA (640 x 480) motion images at 30 frames per second, and records stunning wide-aspect VGA (848 x 480) motion images at 30 frames per second.
- ◆ Huge 3" high-resolution LCD monitor makes it easy to see your subject, and when shooting on a sunny day, press the Power LCD button to boost the backlighting by 40% for easier visibility. High Angle mode improves viewability from a low angle. Also offers assist features such as guide lines for better image framing and histogram function to check exposure on the fly.
- ◆ Clipboard Function holds and retrieves useful information on a trip - perfect for quick and easy shots of a map or train schedule.
- ◆ Dual Image Playback displays two images at the same time, one above the other; offering you the chance to compare images.
- ◆ Slide Change Effect feature offers an easier way to view images, replacing the classic frame-by-frame advance.
- ◆ Extended battery life allows 270 shots on a single battery charge
- ◆ Offers the option of setting a trip departure date and displaying images in chronological order, as well as setting the camera's time and date for 74 locations around the world.
- ◆ Optional underwater case available. Camera has an Underwater Shooting Mode to capture dynamic, richly expressive shots with a wide perspective.
- ◆ Includes Lumix Simple Viewer for Windows and an ArcSoft bundle (PhotoImpression, PanoramaMaker, and PhotoBase)



DMC-TZ3

is available in Silver, Black, and Blue

DMC-LX2

The Panasonic Lumix DMC-LX2 Digital Camera incorporates a wide angle Leica DC lens with 4x optical zoom (equivalent to 28mm - 112mm on a 35mm film camera) and the MEGA O.I.S. (Optical Image Stabilizer) system in addition to an enhanced CCD capable of 10.2-megapixels and larger 2.8" 16:9 wide LCD. The DMC-LX2 is further distinguished from other cameras by its full manual controllability with a joystick allowing users to easily access the manual features for more creative shooting. It also boasts the Venus Engine III high performance image processing LSI to dramatically reduce image noise — even using the high sensitivity setting of ISO 1600 at full resolution.



FEATURES

High Performance

- ◆ 10.2-megapixel CCD lets you easily output extremely detailed prints up to 24x30". In addition, aspect ratio can be selected between 16:9 or 3:2 in addition to the conventional 4:3 on a shot-by-shot-basis (via a switch on the lens) to best suit the composition of the image. Even after shooting, the 16:9 can be converted to 3:2 or 4:3 within the camera.
- ◆ Incorporates an f/2.8 4x optical zoom 28mm wide angle Leica DC Vario-Elmarit lens (35mm equivalent of 28-112mm). With three aspherical elements, this lens provides high optical performance while preserving the compactness of the unit. Extra Optical Zoom uses the center part of CCD to extend the zoom to 5.5x (for 5-megapixel image recording in 16:9 with minimal deterioration of image quality).
- ◆ MEGA O.I.S. (Optical Image Stabilizer) offsets unintentional hand movement for clear, sharp images even when taking shooting handheld telephoto or at night. This system uses built-in gyrosensors to detect even tiny camera movement and then shifts a lens in the opposite direction to compensate. System is completely optical so you get sharp, clear images with minimal degradation. Also lets you reduce the shutter speed more than 3 stops below the conventionally accepted hand movement limit, greatly expanding what you can do with a digital camera.
- ◆ Boasts outstanding response time with a shutter release time lag of as short as 0.009 seconds and a shutter interval of 0.6 seconds. Together with fast 1.3 second startup time, the quick response of DMC-LX2 enables easy capture of spur-of-the-moment shots.

2.8" Wide LCD

- ◆ Large 2.8" wide format LCD display makes it easy to view photos taken in 16:9 format. With 207,000 pixels, and the pixel mixed readout method performed at the CCD it achieves high sensitivity to offer sufficient brightness for easy shooting even in low-lit situations. The Power LCD function boosts the brightness level by 40% to provide a clear view even in sunny outdoors, and the High Angle mode makes the display extremely easy to view from low angles, for example, when holding the camera up high to take pictures over a crowd.



- ◆ Easy-to-use joystick operation facilitates ease-of-use, and thereby provides the user with the ability to take full advantage of the multitude of functions offered by the camera. With your joystick you can set focus and exposure manually and also quickly shortcut to frequently used variables by just pressing and holding the joystick even while monitoring a subject on the LCD. It also allows for quick access to exposure compensation and selection of one out of nine focusing areas.



Conveniences

- ◆ Long battery life - sufficient to shoot 300 pictures on a single battery charge.
- ◆ Record 4:3 VGA (640 x 480) and 16:9 wide VGA (848 x 480) motion images at 30 fps. In addition, the LX2 can record motion images in high definition (1280 x 720) format at 15 fps. Furthermore, the pixel mixed readout method assists the bright motion image recording even in low lit situation.
- ◆ With seventeen Scene Modes, the DMC-LX2 can assist the user in a wide range of photographic situations. "High Sensitivity" mode, made possible by the pixel-mixed readout method by the CCD, is ideal for shooting moving subjects clearly without blurring by providing sensitivity as high as ISO3200. In the "Simple" mode, almost all adjustments are automatically set by the camera processor, even including the back-light compensation, allowing even entry-level users to take beautiful images easily.
- ◆ Records to SD (Secure Digital) and SDHC (SD High Capacity) memory cards that are available in capacities of 4GB and more.
- ◆ With PictBridge compatible for direct printing to a compatible printer via included USB cable. Extensive Software Included
- ◆ Bundled with a host of editing software including ArcSoft PhotoImpression and Panorama Maker in addition to t Lumix Simple Viewer, and Photo Fun Studio.
- ◆ To edit and develop RAW files, SILKPIX Developer Studio 2.0SE software is included so you can freely adjust various setting such as exposure, or white balance, and take maximum advantage of the RAW file format.

DMC-FZ8 & DMC-FZ50

7.2- and 10.1-Megapixel Digital Cameras with 12x Optical Zoom

The DMC-FZ8 (7.2 megapixels) and DMC-FZ50 (10.1 megapixels) feature a 12x optical zoom Leica DC lens with MEGA O.I.S (Optical Image Stabilizer) and ISO Control to compensate for hand-shake and motion blur. Along with easy operation, they both feature the Panasonic LSI Venus Engine III, an advanced image-processing engine that can record at a sensitivity setting as high as ISO 1250 and ISO 1600 (respectively with full resolution —with picture noise removed in stages during image processing).

The DMC-FZ8 has a 2.5" LCD which uses a pixel-mixed readout method, improving brightness over typical LCD displays, and allows you to enjoy comfortable shooting even in low-lit situations. The display is also extremely easy to view from a low angle with the Tilt function. The

DMC-FZ50 uses a pixel-mixed readout method, but can flip out to 180° making it easier to view angles. Both incorporate a Power LCD function to support a clear view even in sunny outdoor up to 40%. Both are powered by a high capacity Lithium-ion battery; combined with the Venus Engine III processor, you'll get an impressive 380 shots on a full charge.



DMC-FZ8



DMC-FZ50

FEATURES

- ◆ With its multi-task image-processing capability, their Venus Engine III also has outstanding response time with a shutter release time lag as short as 0.005 second, and the shutter interval as short as 0.6 second.
- ◆ They can record standard VGA (640 x 480) at 30 fps as well as full-size movies in wide-Aspect VGA (848 x 480) at 30 fps.
- ◆ Bundled SILKPIX Developer Studio gives users the ability to edit and develop images in the RAW file format by freely adjusting RAW data settings such as exposure bias and white balance even after shooting.
- ◆ Program AE, Aperture and Shutter-Priority and manual exposure modes.
- ◆ Intelligent Multiple, Center-weighted and Spot metering
- ◆ Picture adjustments include contrast, sharpness, saturation, noise reduction
- ◆ Color effects include cool, warm, b&w and sepia. Flip animation allows you to create your own animations frame-by-frame.
- ◆ Still image recording with audio for up to 5 sec. and audio dubbing up to 10 seconds.

- ◆ MEGA O.I.S. technology combines with Intelligent ISO Control to create the Intelligent Image Stabilization system, which compensates for both hand-shake and motion blur, making it easier than ever to capture clear, sharp, beautiful images.



- ◆ They both offer a 0.44" color electronic viewfinder (EVF) with 188,000-pixels (DMC-FZ8) and 235,000 (DMC-FX50), and 100% field of view. The EVF lets you check white balance, real-time histogram and depth of field before shooting.

DMC-FZ8 Only

- ◆ 12x optical zoom (35mm equivalent of 36-423mm) f/2.8-3.7 Leica DC lens. Uses a joystick which allows easy manual control of focusing in addition to exposure settings.
- ◆ Date Stamp with three methods: (1) simply stamp the date on photos, (2) stamp the day of a trip or event on the photos, and (3) for those precious baby photos, stamp the child's age in months on the image itself.

DMC-FZ50

- ◆ 12x optical zoom (35mm equivalent of 35-420mm) f/2.8-3.1 Leica DC lens. Two exclusive rings on the lens barrel provide manual control of zooming and focusing, allowing quick and fine control that cannot be achieved with button or lever operation. Highly valued by high-end users not only for its precise controllability but also for the feeling of manual operation. With the two dials located under the index finger and the thumb, you can compensate the exposure directly in addition to the shutter speed and the aperture smoothly and naturally.
- ◆ The DMC-FZ50 has an external hot shoe compatible with TTL external flashes offering greater flexibility for shooting in a wider range of conditions.

SPECIFICATIONS

	LZ6/ LZ7	FX10 / FX12	FX30 / FX50	TZ3	FZ8	FZ50
LCD Display (size, pixels)	2.5" TFT, 86,000	2.5" TFT, 115,000	2.5", 207k / 3.0", 230k	3.0 TFT, 230,000	2.5" TFT, 207,000	2.0" TFT, 207,000
Resolution (Megapixels)	7.2	6.0 / 7.2	7.2	7.2	7.2	10.1
Color Modes	Standard, Natural, Vivid, Black & White, Sepia	Standard, Natural, Vivid, Black & White, Sepia	Standard, Natural, Vivid, Black & White, Sepia	–	Cool, Warm Black & White Sepia	Cool, Warm Black & White Sepia
Image File Formats	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard) / Exif, DCF & DPOF compliant (FX50 Only)	JPEG (Fine, Standard) Exif, DCF & DPOF compliant	RAW, JPEG (Fine, Std) Exif, DCF & DPOF compliant	RAW, JPEG (Fine, Std) Exif, DCF & DPOF compliant
Video Recording	QuickTime Motion JPEG w/Audio; 16:9 (848 x 480 @ 30 or 10 fps; VGA (640 x 480 @ 30 or 10 fps; QVGA (320 x 240 @ 30 or 10 fps)					
Audio Recording	✓	✓	✓	✓	✓	✓
Lens Type	Leica DC Vario-Elmarit	Leica DC Vario-Elmarit	Leica DC Vario-Elmarit	Leica DC Vario-Elmarit	Leica DC Vario-Elmarit	Leica DC Vario-Elmarit
Optical Zoom	6x	3x	3.6x	10x	12x	12x
Lens Focal Length 35mm Equivalent	6.1mm - 36.6 mm 37mm - 222mm	5.8mm - 17.4mm 35mm - 105mm	4.6mm - 16.4mm 28mm - 100mm	f=4.6-46mm 28-280mm	6.0mm - 72mm 36mm - 432mm	7.4mm - 88.8mm 35mm - 420mm
Digital Zoom	4x	4x	4x	4x	4x	2x
Maximum Aperture	f/2.8-4.5	f/2.8-f/5.0	f/2.8-f/5.6		f/2.8-3.1	f/2.8-3.7
Optical Image Stabilization	MEGA O.I.S.	MEGA O.I.S.	MEGA O.I.S.	MEGA O.I.S.	MEGA O.I.S.	MEGA O.I.S. with Intelligent ISO Control
Accessory Lens/Filter Mount	No	No	No		52mm w/ Lens Hood	55mm w/ Lens Hood
Focus Type	TTL Auto Focus System with AF Assist Lamp	Auto Focus System with AF Assist Lamp	Auto Focus System with AF Assist Lamp	Auto Focus System with AF Assist Lamp	AF Metering with AF Assist Lamp	Contrast Type AF with AF Assist Lamp
Exposure Control Selectable ISO	Auto ISO 100, 200, 400, 800, 1250	Auto ISO 100, 200, 400, 800, 1250	Auto ISO 100, 200, 400, 800, 1250	Auto ISO 100, 200, 400, 800, 1250	Auto ISO 80, 100, 200, 400, 800, 1250	Auto ISO 100, 200, 400, 800, 1250
High Sensitivity Mode ISO	3200	3200	3200	3200	3200	3200
Shutter Speed (seconds)	8 - 1/2,000 (15, 30, or 60 secs in Starry Sky Mode)	8-1/2000 (15, 30, or 60 secs in Starry Sky Mode)	8-1/2000 (15, 30, or 60 secs in Starry Sky Mode)	8-1/2000 (15, 30, or 60 secs in Starry Sky Mode)	60 - 1/2000 (15, 30, or 60 secs in Starry Sky Mode)	60 - 1/2000
Aperture Range	f/2.8-4.5 & f/8.0-13.0	f/2.8-f/5.0 & f/8.0-14.0	f/2.8-f/5.6 & f/8.0-16.0	F3.3/F8 & F4.9 - F11	f/2.8-3.1 - f/8.0	f/2.8-3.7 - f/11.0
Exposure Metering	Intelligent Multiple	Intelligent Multiple	Intelligent Multiple	Intelligent Multiple Center-weighted, Spot	Intelligent Multiple Center-weighted, Spot	Intelligent Multiple Center-weighted, Spot
Effective Flash Range	1.6' - 17.7'	0.9' - 16.8'	0.9' - 16.8'	1.9' - 14'	1.0' - 18.0'	1.0' - 23.0'
External Flash Connection	–	–	–	–	–	Hot Shoe
Burst Capability	3 fps continuous	3 fps continuous	2 or 3 fps continuous	2 or 3 fps continuous up to 7 frames (Std)	2 or 3 fps continuous up to 13 frames (Std)	1 or 2 fps up to 5 frames (Std)
Built-in Memory	27MB	27MB	27MB	12.7MB	27MB	–
Compatible Memory Cards	SD/SDHC Card MultiMediaCard (MMC)	SD/SDHC Card MultiMediaCard (MMC)	SD/SDHC Card MultiMediaCard (MMC)	SD/SDHC Card MultiMediaCard (MMC)	SD/SDHC Card MultiMediaCard (MMC)	SD/SDHC Card MultiMediaCard (MMC)
Battery Type	2x AA	Rechargeable Li-ion	Rechargeable Li-ion	Rechargeable Li-ion	Rechargeable Li-ion	Rechargeable Li-ion
Power Adapter / Charger	Optional	Optional / Included	Optional / Included	Optional / Included	Optional / Included	Optional / Included
Computer Interface	USB	USB 2.0	USB 2.0	USB	USB	USB 2.0
Direct Print Capable	✓ (PictBridge)	✓ (PictBridge)	✓ (PictBridge)	✓ (PictBridge)	✓ (PictBridge)	✓ (PictBridge)
Dimensions (HxWxD)	2.5 x 3.9 x 1.3"	2.1 x 3.7 x 1.0"	2.1 x 3.8 x 0.9"	4.20 x 2.37 x 1.47"	2.9 x 4.5 x 3.1"	5.5 x 3.4 x 5.6"
Weight (Camera Only)	6.4 oz.	4.5 oz.	4.7 oz.	8.2 oz.	10.9 oz.	23.5 oz.

OPTIO M30

7.1-Megapixel Digital Camera

The Optio M30 has an ultra-slim body with a fresh, textured design, and can take some astounding images with its 7.1 megapixel resolution and a 3x optical SMC Pentax lens (35mm equivalent of a 38-114mm). This camera is also equipped with some fantastic features such as Digital Shake Reduction, Face Recognition AF and AE, and an Auto-Macro function that enables close-up photography up to 2" in Super Macro mode and less than 4" in Auto Macro mode. Furthermore, The Optio M30 captures smooth, high-quality movies at 30 fps at 640 x 480 full screen resolution. Ideal for photographing a broad spectrum of subjects including landscapes, portraits or vacation photos.

**FEATURES****High Image Quality**

- ◆ With a high resolution of 7.1-megapixels and high-performance Pentax optical lens, the Optio M30 realizes high-quality images.
- ◆ The 3x optical zoom lens (35mm equivalent of a 38-114mm) is ideal for a broad spectrum of subjects from landscapes, through sightseeing photographs, to portraits.
- ◆ The Optio M30 is equipped with an Auto-Macro function that enables close-up photography up to a minimal distance of 4". The Auto-Macro function allows the camera to determine the distance from the subject, and even while in the normal focus mode, and automatically switches the focus range to macro mode.
- ◆ The Optio M30 features a Digital Shake Reduction mode to adjust the camera sensitivity to as high as ISO 3200 to match the brightness of the subject. Even in low-light conditions, this feature increases shutter speed to help reduce blurring and improve image flash image capture for subjects at a distance in dark locations.
- ◆ The Auto Picture mode lets the camera automatically determine the shooting conditions for Landscape, Portrait, Night Scene, and Program modes and choose the optimum settings for each subject. This Pentax original function makes photography a lot easier since it eliminates the necessity of making a number of individual settings.
- ◆ Soft flash function avoids overexposure during close-up flash photography. Includes FotoNation's red-eye correction function for flash shots.

Face Recognition AF and AE

The Optio M30 is equipped with a "Face Recognition AF & AE" function that automatically detects and focuses on faces regardless of where the people appear in the photo frame. In addition, optimal exposure settings are automatically conducted so that the areas with faces are not darkened even if there is backlighting.

Additional Features

- ◆ Captures smooth, high-quality 640 x 480 movies at 30 fps. Movie Shake Reduction function automatically corrects camera shakes, allowing for steadier movies to be taken more easily and without hassles.
- ◆ Auto-tracking AF continuously focuses on a moving subject.
- ◆ Powered by an exclusive ultra-thin battery and featuring a miniaturized circuit board, the M30 body is a slim 0.7". A high-quality aluminum alloy texture gives the camera a sophisticated design.
- ◆ Records to SD (Secure Digital) and SDHC (SD High Capacity) memory cards.
- ◆ Calendar Display allows image retrieval based on the capture date. World time function for 75 cities (28 time zones) worldwide.
- ◆ Mode Palette provides quick access to 15 shooting modes and 13 playback modes.
- ◆ Supports PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III.
- ◆ Includes the ACDSee for PENTAX image viewer/image management software.

Optio E30

Featuring AA battery compatibility, the easy-to-use, 7.1 megapixel Optio E30 is a convenient travel companion that uses less power to capture up to 200 photos on alkaline batteries. This friendly digital camera has a 2.4" inch LCD monitor, a 3x optical zoom and 4x digital zoom, convenient Mode Pallet, 11 MB of built-in memory and a helpful Green mode that allows new digital camera users enjoy effortless picture taking. It is also supports PictBridge, allowing the E30 to print directly from a compatible printer without using a PC.



OPTIO T30

7.1-Megapixel Digital Camera

The Optio T30 is one of the thinnest digital cameras that also features a huge 3" LCD monitor as well as a 3x optical zoom. In addition, the Optio T30 features a touch display with a wide field of view for fun image capture and editing. This Optio also offers advanced functions such as Face Recognition Auto Focus and Auto Exposure to assure properly exposed portraits and a high ISO Digital Shake Reduction mode. The innovative touch panel on the Optio T30 allows image customization with drawing functions while a unique Mode Pallet includes Auto Picture mode to access camera settings. All this is contained within an ultra-slim and stylish body with an aluminum alloy exterior.



FEATURES

7.1-Megapixel Resolution

Enjoy the top-quality photography of the Optio T30 delivered from its 1/2.5" CCD with 6.36 total megapixels. In addition to the high definition of 7.1 effective megapixels, the superb image processing technology of the T30 produces vivid colors and creates smooth tonal expressions at all brightness levels.

3" Touch Panel LCD

The impressive 230,000 pixel 3" touch-panel LCD makes capturing, editing, and sharing your images easier with a 170° field of view, and the intuitive touch-panel provides simple, trouble-free operation. Furthermore, the touch panel allows image customization with a drawing function and even doubles as a memo pad.

3x Optical Zoom

The genuine Pentax 3x optical zoom lens with a focal length (35mm equivalent of 38-114mm) renders clear, high-contrast images, while the unique lens coating reduce ghosting and other artifacts. When the optical zoom is paired with the digital zoom function (up to 4x), the camera can attain up to 12x effective zoom magnification.

Face Recognition AF & AE

The Optio T30 is equipped with a "Face Recognition AF & AE" function that automatically detects and focuses on faces, regardless of where the people appear in the photo frame. In addition, exposure settings are automatically adjusted to optimize for the faces, even if there is backlighting.

High Performance

- ◆ Using Digital SR (Shake Reduction) reduces camera shakes and blurring of the subject when photographing still images. The sensitivity is adjusted automatically, to as high as ISO 3200, enabling shooting with fast shutter speeds, and consequently less blur. Movie SR (Shake Reduction) is also included, providing an electronic shake reduction function exclusively for capturing movies.
- ◆ The high-quality extended movie feature of the Optio T30 captures QuickTime motion JPEG at up to VGA quality (640 x 480 @ 30fps), and includes a range of built-in video editing functions.
- ◆ The Optio T30 is equipped with a "Face Recognition AF & AE" function that automatically detects and focuses on faces, regardless of where the people appear in the photo frame. In addition, exposure settings are automatically adjusted to optimize for the faces, even if there is backlighting.
- ◆ Personalize your images with the creative Drawing Function, Stamp Modes, Image cut-out and the Frame composite mode that adds decorative frames to images when shooting or after shooting.
- ◆ Record sounds up to a maximum of 24 hours (as a single recording) with the camera. You can add an index during recording to help you quickly find the section of sound you want to listen to. You can also add voice memos to pictures you have taken.

Conveniences

- ◆ The Auto Picture mode automatically determine the shooting conditions for Landscape, Portrait, Night Scene, and Program modes and choose the optimum settings for each subject, eliminating the necessity of making a number of individual setting adjustments. There are also useful scene modes available for specific shooting situations such as Night Scene, Sport, Food, and more.
- ◆ Function (Fn) setting allows you to store frequently used settings and recall them from the touch panel with a single touch.
- ◆ The simple, elegant design of the Pentax Optio T30 features a high-quality aluminum alloy exterior and slim dimensions so you can effortlessly slip it into a pocket or purse. The slim dimensions of the camera are made possible by an incredible sliding lens system, which is unique to Pentax.
- ◆ Records to SD (Secure Digital) and SDHC (SD High Capacity) memory cards
- ◆ Supports PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III
- ◆ Use the drawing tool and the supplied stylus to make a drawing on and add stamps to your pictures. You can also create your own stamp ('My Stamp') from a picture you have taken. Select from 12 colors, ten line types (free curved lines in fine, standard, thick and extra thick, free dotted lines and straight lines) and three types of hardness (normal, soft and very soft-edged).

What's in the Box

D-LI63 Rechargeable Battery, Battery Charger, USB and A/V cables, Strap, Stylus Pen and ACDSsee for PENTAX image viewer/image management software.

OPTIO W30

7.1-Megapixel Waterproof Digital Camera

With an enhanced waterproof design, the Optio W30 allows photographers to capture images underwater up to 10' for 2 hours. The generous 2.5" LCD monitor offers an LCD Bright Mode that can adjust the brightness of the screen as necessary for improved viewing in the sunlight. Ever the perfect camera for capturing adventure in the outdoors, the Optio W30 also features both Digital and Movie SR modes to reduce blur in both image and video capture. The Optio W30 also features the Face Recognition function and Macro Photography mode to allow image capture at under half an inch for stunning close-ups of photography subjects such as flowers, insects, jewelry and much more

**FEATURES****Enhanced Waterproof Design**

- ◆ With an enhanced design, the Optio W30 waterproof performance capacity has more than doubled (over its predecessor) and allows photographers to capture images at up to 10-ft. underwater for 2 hours.
- ◆ Improved construction of the camera incorporates metal front and back covers for added durability.
- ◆ Protective glass on the lens is treated with a Super Protect (SP) coating, developed exclusively by Pentax for superior water repellency, making it hard for water droplets to attach to the surface.
- ◆ In addition to high waterproofing capabilities that are compliant with the JIS Class 8 waterproof standard, the Optio W30 is also equipped with dustproofing capabilities against sand and dust (JIS Class 5 dustproof standard), allowing use outdoors for skiing, marine sports, and fishing, as well as for gardening and cooking, without having to worry about water and dirt.

Outstanding Quality

- ◆ The Optio W30 includes a 3x optical zoom lens (35mm equivalent of a 38-114 mm) and features a refraction lens system so the lens never protrudes from the camera while zooming. By harnessing the full power of the 7.1 effective megapixels, the Optio W30 produces extremely high-quality prints with crisp detail even when the photo is greatly enlarged.

High Performance

- ◆ Equipped with a high-intensity 2.5" LCD monitor with an LCD Bright Mode that adjusts the brightness of the screen, making it easy-to-view even outdoors in strong sunlight. An Anti-Reflection (AR) coating on the monitor helps make the screen even more visible outdoors.
- ◆ The Optio W30 is equipped with a "Face Recognition AF & AE" function that automatically detects and focuses on faces, regardless of where the people appear in the photo frame. In addition, optimal exposure settings are automatically conducted so that the areas with faces are not darkened even if there is backlighting.
- ◆ Digital Shake Reduction (SR) mode reduces camera shake and subject blur by adjusting sensitivity automatically to as high as the sensitivity of ISO 3200, to match the brightness of the subject. This enables photography with fast shutter speeds.
- ◆ Captures smooth, high-quality 640 x 480 movies at 30 fps. The Optio W30 also features Movie SR mode, which automatically corrects camera shake, and an Interval Shooting mode that records images during each specified time interval as a movie for more creative options.
- ◆ Focus on objects at just under 1/2" away for stunning close-up photography of subjects such as flowers, insects, or jewelry.

Conveniences

- ◆ Auto Picture mode automatically determines the best shooting conditions for Landscape, Portrait, Night Scene, and Program modes and chooses the optimum settings for each subject. This Pentax original function makes photography a breeze for beginners since it eliminates the necessity of making a number of individual settings.
- ◆ Auto-lock mechanism automatically locks the battery cover when closed.
- ◆ Auto-tracking AF continuously focuses on a moving subject.
- ◆ Records to SD (Secure Digital) and SDHC (SD High Capacity) memory cards.
- ◆ Mode Palette provides quick access to 25 shooting modes and 15 playback modes.
- ◆ Image Recovery function lets you retrieve accidentally erased pictures.
- ◆ Soft flash function avoids overexposure during close-up flash photography.
- ◆ Digital Filter function that lets you enjoy editing photographed images.
- ◆ FotoNation's red-eye correction function for correcting red eye after shooting, which occurs easily when photographing with flash.
- ◆ Supports PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III.
- ◆ Includes the ACDSee for PENTAX image viewer/image management software.

What's in the Box

D-LI63 Rechargeable Battery, Battery Charger, USB and A/V cables, Strap and ACDSee for Pentax image viewer/image management software.

OPTIO A30

10-Megapixel Digital Camera

The Optio A30 features 10-megapixels CCD with a wide dynamic range for superior tones, a Pentax SMC 3x optical zoom lens and an image processing engine that gives a rich color reproduction. The original Shake Reduction (SR) technology in the A30 has been improved by adding both Digital and Movie SR for improved image capture in low-light settings and telephoto capture. A unique Face Recognition AF & AE function offers better results in photographs by automatically detecting faces, and then adjusting exposure and focus to properly capture portraits. As a DivX-certified digital camera, the Optio A30 makes it easy for users to create their own media for both business and social purposes. With the push of a button, users can instantly record high-quality DivX video and discover simple playback on any of the 50 million DivX-certified consumer electronics devices available today.



FEATURES

High-Quality Images

- ◆ With 10-megapixel resolution, the Optio A30 achieves one of the highest image quality levels in a compact digital camera. The 1/1.8" CCD features a wide light-sensitive area for superior tone reproduction.
- ◆ The genuine Pentax 3x optical zoom lens with a focal length (35mm equivalent of 38-114mm) renders clear, high-contrast images, while the unique lens coating reduce ghosting and other artifacts. When the optical zoom is paired with the digital zoom function (up to 4x), the camera can attain up to 12x effective zoom magnification.

Shake Reduction (SR)

- ◆ Digital Shake Reduction (SR mode) automatically alters sensitivity according to the brightness of the subject, and effectively reduces camera shake and subject blur. For the Optio A30, the maximum sensitivity is a high ISO 3200 to allow faster shutter speeds and more blur free photography.
- ◆ Shake detection accuracy is achieved incorporating a high-accuracy gyro sensor and a control algorithm used for SR technology in Pentax digital SLR cameras, which consists of an exclusive shifting CCD system. This allows shutter speeds of 2.5 to 3.5 steps slower than normal to be used.
- ◆ An electronic shake reduction function exclusively for capturing movies, which effectively corrects distortions in images due to camera shakes through software.

High Performance

- ◆ The Optio A30 features a high-intensity LCD monitor with an LCD booster function that improves screen brightness on demand. The monitor is easier to view outdoors even in bright sunlight, and with a 2.5" screen size and a high resolution of 232,000 pixels, confirming picture compositions and focus is easy. The screen also offers wide-angle viewing of 160°, since there is little change in brightness and colors even when looking at the monitor diagonally.
- ◆ Auto-tracking AF continuously focuses on a moving subject
- ◆ Equipped with a Face Recognition AF & AE function that automatically detects and focuses on faces, regardless of where the people appear in the photo frame. In addition, optimal exposure settings are automatically adjusted so that the areas with faces are not darkened even if there is backlighting.
- ◆ Photography and playback operation speeds are enhanced for all-around improved results especially in action settings. In addition to a 0.02 second release time lag, focus and start-up times have been improved.
- ◆ Intelligent Zoom function enables users to digitally magnify images and maintain the image quality of optical zoom.
- ◆ Captures 640 x 480 movies at 30 fps. Plus with DivX movie format, the Optio A30 can capture longer, high-quality movies in smaller files. (Movie playback is not supported on Macintosh systems.)

Conveniences

- ◆ With Programmed Exposure mode, the Optio A30 automatically determines shutter speed and aperture. The camera also includes Shutter-Priority AE mode and Manual Exposure mode, which users may set for desired effects.
- ◆ Despite a large CCD, features a slim, light body with a unique Sliding Lens System and high-density mounting technology.
- ◆ Records to SD (Secure Digital) and SDHC (SD High Capacity) memory cards. Also has 22MB of built-in memory.
- ◆ Mode Palette provides quick access to 15 shooting modes and 15 playback modes.
- ◆ Digital filters (playback) - soft, illustration, special effect 1/2, slim; Color filters (playback) - b&w, sepia, color filter (8 colors), color extract (b&w with red, green, blue).
- ◆ A "Green button" enables users to assign functions that are frequently used and recall them in just one touch.
- ◆ Calendar Display function allows image retrieval based on the capture date.
- ◆ Easy searching and organizing of images on a PC using the Date Folder function.
- ◆ FotoNation's red-eye correction function for correcting red eye after shooting, which occurs easily when photographing with flash.
- ◆ Includes the ACDSee for PENTAX image viewer/image management software.
- ◆ Supports PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III.

SPECIFICATIONS

	Optio M30	Optio T30	Optio W30	Optio A30
Effective Resolution	7.1 Megapixels	7.1 Megapixels	7.1 Megapixels	10.0 Megapixels
LCD Display (size/pixels)	2.5", 115,000	3.0", 230,000	2.5", 115,000	2.5", 232,000
Color Modes	Full Color, Sepia Black & White	Color, Sepia Black & White	Normal, Black & White, Sepia, Red, Pink, Purple, Blue, Green, Yellow, Soft	Color, Black & White, Sepia, 8 Color, Black & White+Red, Black & White+Green, Black & White+Blue, Soft, Illustration
Image File Format	JPEG (Best, Better, Good)			
Video Recording	QuickTime Motion JPEG with audio	QuickTime Motion JPEG with audio	QuickTime Motion JPEG with audio	QuickTime Motion JPEG with audio
VGA	640x480 @ 30 or 15 fps	640x480 @ 30 or 15 fps	640x480 @ 30 or 15 fps	640x480 @ 30fps
QVGA	320x240 @ 30 or 15 fps	320x240 @ 30 or 15 fps	320x240 @ 30 or 15 fps	320x240 @ 30 fps
Audio Recording	.WAV	.WAV (mono)	.WAV (mono)	.WAV (mono)
Optical Zoom	3x	3x	3x	3x (up to 16.3x Intelligent zoom at VGA resolution)
Digital Zoom	4x	4x	4x	5.4x
Lens Focal Length 35mm Equivalent	6.3mm - 18.9mm 38mm - 114mm	6.2mm - 18.6mm 37.5mm - 112.5mm	6.3mm - 18.9mm 38mm - 114mm	7.9mm - 23.7mm 38mm - 114mm
Maximum Aperture	f/3.1-5.9	f/2.7-5.2	f/3.3-4.0	f/2.8-5.4
Optical Img Stabilization	—	—	—	✓
Focus Type	TTL Contrast Detection Auto Focus System	TTL Contrast Detection AF with AF assist lamp	TTL Contrast Detection Auto Focus System	TTL contrast detection Auto Focus System
Focus Range	Normal: 15.7" - infinity Macro: 4" - 39.7" Super Macro: 1.9" (4.9cm) - 15.7" Manual: 1.9" - infinity	Normal: 15.7" - infinity Macro: 5.9" - 19.7" Manual: 5.9" - infinity	Normal: 15.7" - infinity Macro 0.36" - 23.7" Manual: 0.36" - infinity	Normal: 13.8" - Infinity Macro: 4.7" - 19.7" Super Macro: 2.4" - 5.9" Manual: 4.7" - Infinity
Exposure Control Selectable ISO Digital SR Mode	Auto ISO (64-1600) 64-1600 ISO 3200	Auto ISO (64-400) 64-1600 ISO 3200	Auto ISO (64-400) 64, 100, 200, 400, 800, 1600 ISO 3200	Auto ISO (64-1600) 64, 100, 200, 400, 800 ISO 3200
Shutter Speed (seconds)	4 - 1/2000	4 - 1/2000	4 - 1/2000	4 - 1/2000
Aperture Range	f/3.1-5.9 (max.)	f/2.7-5.2 (max.)	f/3.3-4.0 (max.)	f/2.8-5.4 (max.)
Exposure Metering	TTL Multi-segment Metering	TTL Multi-segment, Center weighted, Spot	TTL Multi-segment, Center weighted, Spot	TTL Multi-segment, Center weighted, Spot
Effective Flash Range	Up to 18.0'	Up to 19.7'	Up to 11.8'	0.2' - 23'
Burst Capability	Up to 2 fps continuous	Up to 1 fps continuous	Up to 2 fps continuous	0.7 fps Continuous
Built-in Memory	Approx. 22MB	Approx. 20MB	Approx. 22	Approx. 22MB
Compatible Memory Cards	Secure Digital Card Secure Digital High Capacity Card	Secure Digital Card Secure Digital High Capacity Card	Secure Digital Card Secure Digital High Capacity Card	Secure Digital Card Secure Digital High Capacity Card
Battery Type	D-LI63 Li-ion	D-LI63 Li-ion	D-LI63 Li-ion	D-LI8 Li-ion
Power Adapter	Optional	Optional	Optional	D-AC8 (Optional)
Computer Interface	USB	USB	USB	USB 2.0
Direct Print Capable	PictBridge	PictBridge	PictBridge	PictBridge
Dimensions (HxWxD)	2.2 x 3.8 x 0.7"	2.2 x 3.7 x 0.8"	2.1 x 4.2 x 0.9"	2.1 x 3.5 x 0.9
Weight (Camera Only)	4.2 oz.	4.2 oz.	4.9 oz.	4.4 oz.

DSC-S650 • DSC-S700

7.2-Megapixel Digital Cameras

The 7.2-megapixel Cyber-shot DSC-S650 (2" LCD) and DSC-S700 (2.4" LCD) feature 3x optical zoom, blur-reduction technologies (ISO), sophisticated auto-exposure and autofocus so you get the picture right the first time, and substantial internal memory for shooting without a media card. Storage can be expanded to 4 GB with optional Memory Stick Duo



media cards. High sensitivity of ISO 1000 lets you shoot at higher shutter speeds to capture the candles on a birthday cake or the city lights without using a flash. They offer fast start-up, fast shot-to-shot times, and up to 460 shots on a full charge of their rechargeable AA batteries. They also incorporate a function guide and resolution guide. When menu icons are selected, a simple text explanation is displayed on the LCD screen. The resolution guide is helpful when deciding on the best resolution for prints. When you select the resolution in the menu, a pop-up screen provides the ideal print size for that particular setting.

FEATURES

- ◆ 7.2-megapixel Advanced Super HAD CCD allows more light to pass to each pixel, increasing sensitivity and reducing image noise. More pixels give you more detail and definition when you make big prints or crop in tight on your subject.
- ◆ 3x optical zoom lens (35mm equivalent of a 35-105mm) bring distant subjects closer and lets you frame shots quickly for better composition. The 'Smart Zoom' function lets you zoom up to 6x in 5-megapixel resolution and 4.5x in 3-megapixel, avoiding the image degradation of digital zooms. They also have a 2x digital zoom.
- ◆ They provide a high sensitivity of up to ISO1000 to permit taking better shots in low light so you can shoot without flash to preserve the mood.
- ◆ To adjust quickly for specific shooting situations, they let you choose from several photo modes, including Auto, Program Auto, and Scene selections for twilight, twilight portrait, landscape, soft snap, snow, high sensitivity and beach environments.
- ◆ Record video clips with sound at 320x240 (QVGA) with a frame rate of 30 fps to provide smooth motion. Length is limited only by the capacity of your media.
- ◆ 24MB of built-in memory, so you can start shooting right away. They also have a slot for optional Memory Stick Duo media so you can expand camera memory to over 4GB and store hundreds of high resolution images.
- ◆ In burst mode, fire off three shots automatically at 1-sec. intervals in VGA standard mode or 1.5-sec. intervals in 7.2 MP mode.
- ◆ The DSC-S650 has a bright 2" LCD screen, the DSC-S700 a 2.4" LCD screen, for composing shots, checking results, or sharing your photos, and the screen is bright enough to be easily visible - even in full sunlight.
- ◆ They can capture up to 100 shots with standard AA alkaline batteries, or up to 460 shots with optional NiMH rechargeable batteries.
- ◆ Bundled Sony Cybershot Viewer software makes it easy to upload images from then camera, then organize and browse through photos on your PC screen by simply scrolling through thumbnail images.

GPS-CS1 GPS Device

Keep track of your photo locations and dates easily with satellite precision. The GPS-CS1 calculates and records position data. When used with the supplied GPS Image Tracker software, the GPS-CS1 allows you to match the time and location data in the device with your photos. And by using the Picture Motion Browser software, supplied with certain Sony cameras, your photos will be shown on an online map, giving you a whole new way to organize, manage and enjoy your pictures.



- ◆ No need for complex set-up or connection. Turn on the GPS unit and check its positioning status, match the data and enjoy the new photographic enjoyment.
- ◆ Holds approximately 360 hours (31MB) of data, equivalent to one month of tracking recorded at 15 second intervals. Number of log entries may differ depending on satellite coverage and signal strength.
- ◆ Efficient design allows up to 10 hours of use with alkaline batteries, or 14 hours with Ni-MH batteries.
- ◆ Records a location log every 15 seconds. When a photo is taken between two log points, the supplied GPS Image Tracker software estimates the locations by extrapolating from logs recorded before and after (before or later) photos are taken.

DSC-W35 • DSC-W55

7.2-Megapixel Digital Cameras

Compact, pocket-sized and durable, the 7.2-megapixel Cyber-shot DSC-W35 and DSC-W55 feature a precision 3x zoom Carl Zeiss Vario-Tessar lens to produce beautiful images, and achieve a high ISO1000 sensitivity for low-light shooting. In addition to their LCD, they also offer a traditional, eye-level viewfinder to frame your shots. Other high performance features include quick start-up, fast shot-to-shot times, and up to 380 shots on a full charge of the Lithium-ion battery. For convenience, they have a range of pre-programmed scene modes so you'll get good images - even in difficult shooting situations, and incorporate a function and resolution guide to assist you in selecting the right settings for your photography needs. The DSC-W35 has a 2" LCD screen and comes in silver. The DSC-W55 steps-up with a 2.5" LCD and is available in Caribbean blue, pale pink, elegant black and sleek silver.

**FEATURES**

- ◆ 7.2-megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Super HAD CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- ◆ They incorporate top-quality Carl Zeiss 3x optical (35mm equivalent of a 35-114mm) zoom lens to bring distant subjects closer and lets you frame shots quickly for better composition—a real advantage for family sports, outdoor fun and travel photos.
- ◆ Smart Zoom (up to 4.5x in 3MP resolution), intelligently “crops into” the central portion of interest in your photo, avoiding image degradation of other digital zooms.
- ◆ Their 2" (DSC-W35) or 2.5" (DSC-W55) LCD screen let you compose shots, check results, share your photos on location and read camera setup menus even in full sunlight. They are also the only cameras in their class to offer an optical viewfinder.
- ◆ With high sensitivity up to ISO 1000, they give you better shots in low light so you can shoot without flash to preserve the mood—great for birthday parties, indoor gatherings and candid portraits.
- ◆ To adjust quickly for specific shooting situations, they offer convenient photo modes: Auto, P-Auto, and Scene Selections for twilight, twilight portrait, landscape, high sensitivity, soft snap, snow and beach scenes.

**DSC-W55**

is available in Blue, Pink, Black, and Silver finishes

- ◆ Fire four shots automatically at 7.2 MP mode or up to 64 shots at VGA standard mode.
- ◆ Clear RAW NR (Noise Reduction) image processing technology helps suppress color noise that can accompany high-sensitivity shooting.
- ◆ They gives you greater creative freedom to adjust color mode for the creative results you want. Color settings include natural, rich setting, monochrome and sepia.
- ◆ 56MB of internal memory lets you capture a large number of images right out of the box without a memory card.
- ◆ They also have a built-in slot for optional Memory Stick Duo or Memory Stick PRO Duo media—the compact, high-capacity storage media that make it easily to upload photos to your computer or make lab-quality prints at home on a digital printer.
- ◆ Record video clips with sound at 640x480 (VGA) with a frame rate of 30 fps to provide smooth motion. Length is limited only by the capacity of your media.
- ◆ An on-screen Function Guide text/icon display makes it easy to learn the camera functions that give you greater creative freedom to adjust photo settings.
- ◆ Capture up to 380 shots with a fully charged NP-BG1 lithium ion battery—enough shooting capacity to cover a long weekend or a whole vacation. (Includes NP-BG1 battery and BC-CSG charger).
- ◆ Supplied software makes it easier to upload, organize and search photos on your PC, and provides a convenient map view function to sort photos by location and display their origin on a world map by using the optional GPS-CS1 GPS unit.

Marine Pack for Cyber-Shot (MPK-WB)

With the MPK-WB, underwater shooting is possible to a depth of up to 132'. Power, shutter, zoom, mode change and flash functions can be operated. Macro Mode enables close-up shooting. Includes a removable LCD hood for easy viewing underwater, also includes hand strap, O-ring and grease.



DSC-W80 • DSC-W90 • DSC-W200

7.2-, 8- and 12-Megapixel Digital Cameras

The Cyber-shot DSC-W80 (7.2 MP), DSC-W90 (8MP) and DSC-W200 (12 MP) feature Carl Zeiss 3x optical zoom lenses; traditional, eye-level viewfinders; and large, 2.5" LCD screens wrapped in sleek metal bodies. But what really sets them apart, is their high-definition component output. This allows direct connection to an HDTV, which is ideal for integrating full 1080 HD photo-viewing into a home theater. Furthermore, a built-in slide show function lets you play back your images with pans, fades and wipe transitions set to your choice of music clips.



They'll also give you more confidence in your ability to take properly-exposed, sharp photos.

All incorporate Sony's face detection technology, which can identify up to eight faces in the LCD frame, and automatically adjust white balance and flash as well as focus and exposure. Super Steadyshot optical image stabilization and high sensitivity (ISO 3200) minimizes blur from camera shake. Sony's Clear RAW noise reduction technology minimizes picture noise common to images shot at high ISO levels. The DSC-W80 comes in pink, white, black and silver, the DSC-W90 in black and silver, the DSC-W200 in silver.

FEATURES

- ◆ 7.2-, 8- and incredible 12-megapixel Advanced Super HAD CCD allows more light to pass to each pixel for increased sensitivity and reduced image noise. More pixels give you more detail and definition when printing big or cropping in tight on your subject.
- ◆ 3x optical zoom lens (35-105mm equivalent) bring distant subjects closer and lets you frame shots quickly for better composition. There is also a 2x digital zoom.
- ◆ 'Smart Zoom' function lets you zoom up to 6x in 5MP resolution and 4.5x in 3MP. Inteligently zoom and crop into the central portion of interest in your photo, avoiding the image degradation of other digital zooms.
- ◆ Because an off-center subject can make your shot more interesting, they can measure auto-focus precision at 9 points on your screen, giving you greater creative freedom to compose your image. For example, if you decide that the flower arrangement should also be in the picture, they can automatically determine the right focus of up to nine points in the camera frame, rather than focusing on what is in the middle of the frame.
- ◆ Use their large, bright 2.5" LCD screens for composing shots, checking results and sharing your photos on location. An optical viewfinder is also provided, allowing shooting in traditional rangefinder camera style.
- ◆ With Super SteadyShot optical image stabilization and high sensitivity (ISO 3200), they compensate for shaky hands, minimizes blur, brightens images and allows flash-free shooting to preserve the mood. And the Clear RAW Noise Reduction will take care of the picture noise that can ruin low-light shots.
- ◆ By automatically controlling focus, exposure, color and flash, 'Face Detection' reveals faces in shadow, makes skin tones look more natural and eliminates harsh facial glare – brings out every expression on every face in every shot. Capture the personalities and emotions that make memories come alive.
- ◆ Powered by the Sony Bionz high-speed processing engine, D-range optimization preserves image data in bright highlights and reveals more detail in shadows, backlit areas or other difficult lighting conditions.
- ◆ Record video clips with sound at 640 x 480 (VGA) with a frame rate of 30 fps to provide smooth motion. Length is limited only by the capacity of your media.
- ◆ 31MB internal memory lets you shoot right out of the box. A built-in slot accepts optional compact and high-capacity 4MB or 8MB Memory Stick Duo media or Memory Stick Duo PRO media.
- ◆ Add creative effects to photos after you shoot. Effects include a soft edge filter to soften backgrounds, cross filter to place starry "dazzles" at highlight points, partial color filter to mute surrounding colors and fish-eye filter to create interesting results. Reduce 'red eye' that can ruin even the most creative photos at the touch of a button.
- ◆ Extend your shooting time with 340 shots from a fully charged NP-BG1 Lithium Ion battery -- enough shooting capacity to cover a long weekend or a whole vacation.
- ◆ Upload, organize and search photos on your PC with the supplied software that features a convenient map view function to sort photos by location and display their origin on a world map by using an optional GPS unit.

HD Output

Present your pictures with high definition output on HDTV screens so you can view your photos in spectacular HD clarity and detail (requires optional VMC-MHC1 HD component cable). Watch as your photos come alive accompanied by your choice of visual effects and any of four preset musical selections stored in memory or your favorite MP3 tunes downloaded from PC to your camera for use as background music.

DSC-T20 • DSC-T100

8-Megapixel Digital Cameras

Slim and stylish, the 8-megapixel Cyber-shot DSC-T20 and DSC-T100 cameras are showstoppers. Available in colors to match your party gear and less than a half-inch thick, both cameras can easily slip into a clutch purse or the pocket of a jacket. They can be fashionably protected with four different styles of matching camera cases (optional) in colors such as pink, red,



green, grey, crème, brown and black.

Functionally the same with an almost identical feature set as the DSC-W Series (facing page), the T-Series differs mainly in style.

The DSC-T20 features a Carl Zeiss 3x optical zoom lens and a 2.5" LCD screen, and comes in pink, white, black and silver. The DSC-T100 steps-up with a powerful 5x zoom and a huge, bright 3" LCD screen styled to fit flush against the camera back for a clean-line look, with Clear Photo LCD Plus design to make photos look more natural even in sunlight. Comes in red, black and silver.

**DSC-T20**

is available in Silver, Pink, Black, and White finishes

**DSC-T100**

is available in Silver, Red, and Black finishes

HD Options

When entertaining, the living room is the hub. Sony's DSC-W and T-series cameras feature high-definition component output so you can bring your photos to the party and take full advantage of the HD equipment already in your home. Once you have viewed photos in the utmost clarity, color and detail on an HDTV set, there's no going back to huddling around a PC. And forget about standard-definition TV, they can't display the full glory of even a 2-megapixel picture.

Sony's cameras have three accessory options for high-definition photo viewing. All are compatible with the Sony VMC-MHC1 HD component cable for simple connection to an HDTV set. They can also be connected to the CSS-HD1 high-definition Cyber-shot Station with a bundled component cable and a remote commander. Connect all your devices to the station just one time and it also works as a charger for the camera.

The complete high-definition photo viewing solution is the Sony DPP-FPHD1 printer with the CSS-HD1 station which includes the high-definition component cable, a Cyber-shot cradle, remote control and a high-definition printer with component HD output. Designed to complement any living room, the printer comes in elegant black and can be positioned horizontally or vertically. As you view your pictures, you can print the ones you want to hand out as party mementos, on the spot, in about 45 seconds.

HD Output Adapter Cable (VMC-MHC1): Connect the Cyber-shot DSC-W or T-series camera to your high definition TV and view your pictures in superb detail. The 4.9' cable length is all you need for connecting your camera and reliving the memories with your family and friends.

**Cyber-shot Station (CSS-HD1)**

Share your pictures with family and friends on your TV. For spectacular high definition photo viewing, just dock your camera in the

supplied Cyber-shot cradle with the HD output component cable to a Bravia HDTV or other compatible HDTV screen, and share your memories in brilliant color and detail in your living room. For your convenience, a wireless Remote Commander lets you control the presentation from your seat. This station also charges your camera's battery pack 30% faster than its supplied charger.

Photo Printer (PP-FPHD1): This photo printer makes lab-quality prints in about 60 seconds. With the advanced Sony dye sublimation method, you will print up to 16.7 million distinct colors and create spectacularly vivid prints with smooth, natural color gradations. You can also make border prints and index prints using multiple images with dates.



DSC-H7 • DSC-H9

8.1-Megapixel Super Zoom Digital Cameras

Designed for sports, action and travel shooting, the 8.1-megapixel Cyber-shot DSC-H7 (2" LCD) and DSC-H9 (3" flip-out LCD) feature powerful Carl Zeiss 15x optical zoom lenses for up-close shots of big game in the field, or big plays on the field. They are equipped with an advanced sports shooting mode that combines high shutter speed shooting and intelligent continuous auto-focusing. The cameras can quickly focus on fast-moving subjects by predicting where those subjects will be in the frame.



This predictive technology also helps to reduce shutter lag, the time it takes for the camera to focus and shoot. They can also shoot up to 1/4000 of a second, a critical speed for capturing fast-moving sports and freezing the action, while the Bionz processing engine speeds up response times and delivers the fast image processing speeds needed to produce color-rich, detailed pictures for true high-definition photo viewing. For playback they feature high-definition outputs. Simply connect them to your HDTV with the optional Sony VMC-MHC1 high-definition component cable and turn photo viewing into an entertainment experience.

FEATURES

- ◆ Bring long-distance shots up close with the superb, Carl Zeiss Vario-Tessar 15x optical zoom (35mm equivalent of a 31-465mm). For more power, the 25x HD digital zoom enlarges the center portion of the picture so you see even more detail.
- ◆ To capture fast-moving subjects in split-second detail, they provide a sports shooting mode that combines 1/4000 sec. shutter speed with intelligent continuous AF that responds more quickly to rapid motion.
- ◆ They are equipped with a powerful flash for extra illumination to light up subjects farther from your camera, with precise light control and the ability to adjust the flash for both front and rear sync when shooting at low-speed sync setting.
- ◆ Super SteadyShot uses optical sensors to detect camera movement and send correcting signals to a stabilization lens that allows even ultra-long-distance digital photos to capture more detail with less camera shake.
- ◆ With Super SteadyShot to minimize blur, high sensitivity mode (ISO 3200) lets you shoot effectively in low light without flash to preserve the mood. Clear RAW NR (Noise Reduction) image processing technology which helps suppress the color noise that can accompany high-sensitivity shooting.
- ◆ Face Detection automatically control focus, exposure, color and flash and reveal faces in shadow, make skin tones look more natural and eliminate harsh facial glare.
- ◆ In addition to LCD, they have an electronic color viewfinder (EVF) that lets you shoot in traditional camera style and saves battery power by turning your LCD screen off.
- ◆ D-range optimization preserves image data in bright highlights and reveals more detail in shadows or backlit areas — for great results even in difficult lighting conditions.
- ◆ Simple wheel-dial control lets you quickly change camera settings in manual modes (shutter speed priority, aperture priority, manual exposure) and also control ISO sensitivity, focus area, and exposure value. In play mode, the wheel dial provides a quick way to view your next or previous shot.
- ◆ Capture 640 x 480 VGA clips with audio at 30 fps, limited only by your media capacity.
- ◆ 76x Smart Zoom for an amazing ultra-close crop on the central portion of interest in your photo while avoiding the image degradation of other digital zooms.
- ◆ With optional HD cable they can output high definition component signals to an HDTV allowing you to view your still photos in spectacular HD clarity and detail.
- ◆ They record to high-capacity Memory Stick Duo or Memory Stick PRO Duo media.
- ◆ Supplied remote lets you control playback control as well as basic camera functions including zoom, menu settings, etc.
- ◆ Add creative effects including soft edge filter, cross filter, and partial color filter. Reduce red-eye at the touch of a button.

DSC-H9 Step-up Features

- ◆ The DSC-H9 camera takes fast-action shooting a step further. It sports a 3" flip-up LCD screen so that you can shoot comfortably from nearly any position. You can hold the camera low to the ground for eye-level shots of kids, without having to contort yourself or crawl on the ground, or hold it high for shots of the crowd. The DSC-H7 has a non-articulating but large 2.5" LCD screen for easy sharing and viewing.
- ◆ The DSC-H9 camera features Sony NightShot technology. This feature allows you to shoot in near or total darkness to capture nocturnal animals and creative night scenes without a flash.

DSC-G1

6-Megapixel Wireless Digital Camera

Revolutionizing the way we shoot and share photos, the 6-megapixel DSC-G1 is Sony's first digital camera with the ability to send photos wirelessly to other Digital Living Network Alliance (DLNA)-enabled devices, such as another camera or a PC. Boasting a massive 2GB of internal memory, you can store up to 7,500 images at VGA resolution or 600 full-resolution photos. Take remarkable pictures day or night with built-in 9-point auto focus and twilight mode which automatically adjusts the settings for



beautifully clear photos. And you can review your photos on the massive 3.5" XtraFine LCD screen with resolution of 921,000 pixels—four times higher than the average compact digital camera.

Camera-to-camera wireless capability makes it possible to send your friends a photo at the push of a button. It's also possible for up to four camera users to send each other photos in real time. With a DLNA-compatible PC, storing and sharing photos becomes simplified through wireless image transfer from the camera to the PC.

FEATURES

- ◆ 6-megapixel Super HAD CCD sensor captures more detail and definition when you make big prints or crop in tight on your subject. The advanced Super HAD (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- ◆ Carl Zeiss 3x optical zoom lens brings distant subjects closer and frames shots quickly for better composition - a real advantage for family sports, outdoor fun and travel photos.
- ◆ The lens is wrapped in an elegant metal body. You slide the lens cover across, instead of down as with previous models, and you're ready to shoot in less than a second.
- ◆ Super SteadyShot Image Stabilization compensates for shaky hands and minimizes blur even when shooting at low light without flash to preserve the mood. This feature makes it easy to capture images in museums or places where a flash is not permitted.
- ◆ For sharp, flash-free photos without blur, the higher sensitivity (ISO 1000) of the DSC-G1 allows shooting at higher shutter speeds to stop fast action and capture superb low-light images.
- ◆ As you shoot, the DSC-G1 can simultaneously create and store up to 7,500 images at VGA resolution for viewing and sharing with friends and family. You can also store up to 600 photos at full 6-MP resolution.
- ◆ Boasting a durable and stylish aluminum body, the DSC-G1 has a built-in cover that hides shooting controls for photo viewing and provides simple side buttons to search and access photos on the XtraFine 3.5" LCD screen. When you want to shoot, the cover opens to reveal the lens and camera control buttons.
- ◆ Automatically organize all your photos based on when they were shot. For added convenience, you can also view photos as thumbnail images and quickly select shots for full-screen viewing.
- ◆ The included Album Editor software allows you to search photos by color, face or similarity to another image. You can also search by up to 50 preset labels and combine search methods.
- ◆ To use the graphic user interface (GUI), just move the cursor, select the icon, and instantly access camera control functions. The function guide display also provides simple on-screen instructions to guide you in-camera setup.
- ◆ The DSC-G1 lets you combine images and make slide shows quickly and easily. You can select your favorites and delete unwanted shots, add your own downloaded music tracks and use any of five transition effects (standard, simple, nostalgic, stylish or active) to make your show more entertaining.
- ◆ With built-in wireless capability, the DSC-G1 is more than a digital camera, it's a great communicator. Shoot and share pictures instantly with two linked compatible cameras, copy photos with wireless peer-to-peer ease from camera to compatible camera, and transmit photos wirelessly to DLNA-compatible computers.
- ◆ Hand-Held Twilight Mode lets you take clear and noise-free shots at twilight or night by automatically evaluating and correcting brightness, shutter speed and blur.
- ◆ Shoot up to 280 shots from a fully charged NP-FR1 Info Lithium battery pack (includes battery and charger).
- ◆ A built-in slot accepts the optional compact and high-capacity Memory Stick Duo media or Memory Stick PRO Duo media.
- ◆ Shoot high-quality video clips capturing full-screen 640 x 480 (VGA) video up to 30 frames per second.
- ◆ Offers a host of Scene Modes including Beach, Fireworks, High-speed Shutter, High Sensitivity, Landscape, Snow, Soft Snap, Twilight, Twilight Portrait, Handheld Twilight, so you always have the correct settings no matter what environment is.
- ◆ Includes NP-FR1 rechargeable battery, AC-LS5 AC adaptor/charger and UC-GA docking cradle.

SPECIFICATIONS

	CyberShot DSC-S650	CyberShot DSC-S700	PowerShot DSC-W35	PowerShot DSC-W55	PowerShot DSC-W80	PowerShot DSC-W90
Resolution (Megapixels)	7.0	7.0	7.2	7.2	7.2	8.0
LCD Display (size/pixels)	2.0", 115,000	2.4", 112,000	2.0", 85,000	2.5", 115,000	2.5", 115,000	2.5", 115,000
Color Modes	Full Color	Full Color	Natural, Rich, Sepia, Black & White	Natural, Rich, Sepia, Black & White	Natural, Vivid Sepia, Black & White	Natural, Vivid Sepia, Black & White
Image File Format	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)
Video Recording	AVI Motion JPEG with Audio 320 x 240 @ 30 fps	AVI Motion JPEG with Audio 320 x 240 @ 30 fps	MPEG Movie Mode with Audio 640x480 at 30fps 640x480 at 16fps 160x112 at 8fps	MPEG Movie Mode with Audio 640x480 at 30fps 640x480 at 16fps 160x112 at 8fps	MPEG Movie Mode with Audio 640x480 at 30fps 640x480 at 16fps 160x112 at 8fps	MPEG Movie Mode with Audio 640x480 at 30fps 640x480 at 16fps 160x112 at 8fps
Audio Recording	—	—		✓	✓	✓
Optical / Digital Zoom	3x / 2x	3x / 2x	3x / 2x	3x / 2x	3x / 2x	3x / 2x
Lens Focal Length 35mm Equivalent	5.8mm - 17.4 mm 35mm - 105mm	5.8mm - 17.4 mm 35mm - 105mm	6.3mm - 18.9mm 38mm - 114mm	6.3mm - 18.9mm 38mm - 114mm	5.8mm - 17.4mm 35mm - 105mm	5.8mm - 17.4mm 35mm - 105mm
Maximum Aperture	f/2.8-4.8	f/2.8-4.8	f/2.8-5.4	f/2.8-5.4	f/2.8-5.2	f/2.8-5.2
Optical Img Stabilization	—	—	—	—	✓	✓
Acc. Lens/Filter Mount	—	—	30mm with VAD-WB Lens Adaptor	30mm with VAD-WB Lens Adaptor	—	—
Focus Type	Contrast Detect AF	Contrast Detect AF	Contrast Detect AF with AF Illuminator	Contrast Detect AF with AF Illuminator	Contrast Detect AF with AF Illuminator	Contrast Detect AF with AF Illuminator
Exposure Control Selectable ISO	Auto ISO 100, 200, 400, 800, 1000	Auto ISO 100, 200, 400, 800, 1000	Auto ISO 100, 200, 400, 800, 1000	Auto ISO 100, 200, 400, 800, 1000	Auto ISO 100, 200, 400, 800, 1600, 3200	Auto ISO 100, 200, 400, 800, 1600, 3200
Shutter Speed (seconds)	1-1/2000	1-1/2000	1-1/2000	1-1/2000	1-1/1600	1-1/1600
Aperture Range	f/2.8-4.8 - f/5.6-9.7	f/2.8-4.8 - f/5.6-9.7	f/2.8-5.4 - f/7.1-13.0	f/2.8-5.4 - f/7.1-13.0	f/2.8-5.2 - f/8.0-14.8	f/2.8-5.2 - f/8.0-14.8
Exposure Metering	Multi-Segment, Spot	Multi-Segment, Spot	Multi-Pattern Measuring	Multi-Pattern Measuring	Multi-Pattern Measuring	Multi-Pattern Measuring
Effective Flash Range	Up to 11.4'	Up to 11.4'	0.5' - 12.7'	0.5' - 12.7'	Up to 21.7'	Up to 21.7'
Burst Capability	0.7 fps up to 3 images	0.7 fps up to 3 images	1.3 fps up to 64 images	1.3 fps up to 64 images	2.2 fps up to 100 Shots	2.2 fps up to 100 Shots
Compatible Memory Cards	Memory Stick Duo Memory Stick PRO Duo	Memory Stick Duo Memory Stick PRO Duo	Memory Stick Duo Memory Stick PRO Duo up to 8GB	Memory Stick Duo Memory Stick PRO Duo up to 8GB	Memory Stick Duo Memory Stick PRO Duo	Memory Stick Duo Memory Stick PRO Duo
Battery Type	2x AA	2x AA	NP-BG1 Li-ion	NP-BG1 Li-ion	NP-BG1 Li-ion	NP-BG1 Li-ion
Power Adapter	AC-LS5K (Optional)	AC-LS5K (Optional)	AC-LS5K (Optional) Includes Charger	AC-LS5K (Optional) Includes Charger	AC-LS5K (Optional) Includes Charger	AC-LS5K (Optional) Includes Charger
Computer Interface	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB 2.0
Direct Print Capable	PictBridge	PictBridge	PictBridge	PictBridge	PictBridge	PictBridge
Dimensions (HxWxD)	2.4 x 3.6 x 1.1"	2.4 x 3.6 x 1.1"	2.3 x 3.5 x 0.9"	2.3 x 3.5 x 0.9"	2.3 x 3.6 x 0.9"	2.3 x 3.6 x 0.9"
Weight (Camera Only)	4.6 oz.	4.6 oz.	4.2 oz.	4.2 oz.	4.4 oz.	4.4 oz.

SPECIFICATIONS

	CyberShot DSC-W200	CyberShot DSC-T20	CyberShot DSC-T100	CyberShot DSC-H7	CyberShot DSC-H9	CyberShot DSC-G1
Resolution (Megapixels)	12.1	8.1	8.1	8.1	8.1	6.0
LCD Display (size/pixels)	2.5", 115,000	2.5", 230,000	3.0", 230,000	3.0", 230,000	3.0"	3.5", 921,000
Color Modes	Natural Vivid Sepia Black & White	Natural Vivid, Sepia Black & White	Natural Vivid, Sepia Black & White	Natural Vivid Sepia Black & White	Natural Vivid Sepia Black & White	N/A
Image File Format	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)	JPEG (Fine, Standard)
Video Recording	MPEG VX Fine with Audio 640x480 @ 30fps 640x480 @ 16fps	MPEG VX Fine with Audio 640x480 @ 30fps 640x480 @ 16fps 320x 240 @ 8.3fps	MPEG Movie Mode with Audio 640x480 @ 30fps 640x480 @ 16fps 320 x 240 @ 8.3fps	MPEG VX Fine with Audio 640x480 @ 30fps 640x480 @ 16fps 320 x 240 @ 8.3fps	MPEG VX Fine with Audio 640x480 @ 30fps 640x480 @ 16fps 320 x 240 @ 8.3fps	MS Video with Audio 640x480 @ 30fps 320 x 240 @ 30fps
Audio Recording	✓	✓	✓	✓	✓	✓
Optical / Digital Zoom	3x / 2x	3x / 2x	5x / 2x	5x / 2x	15x / 2x	3x / 2x
Lens Focal Length 35mm Equivalent	2.8 - 5.5mm 35 - 105mm	6.33 - 19 mm 38 - 114 mm	5.8mm - 29mm 35mm - 175mm	.8mm - 29mm 35mm - 175mm	5.2 - 78 mm 31 - 465 mm	6.33 mm - 19.0 mm 38-114mm
Maximum Aperture	f2.8-8	f3.5-5.6	f/3.5-4.4	f3.5-5.6	f2.7-5.6	f3.5-F8
Optical Img Stabilization	✓	✓	✓	✓	✓	✓
Acc. Lens/Filter Mount	—	—	—	—	—	—
Focus Type	9-Point Auto Focus with AF Illuminator	9-Point Auto Focus with AF Illuminator	TTL AF with AF Illuminator	9-Point Auto Focus with AF Illuminator	9-Point Auto Focus with AF Illuminator	9-Point Auto Focus with AF Illuminator
Exposure Control Selectable ISO	Auto ISO 100, 200, 400, 800, 1600, 3200, 6400	Auto ISO 100, 200, 400, 800, 1600, 3200	Auto ISO 100, 200, 400, 800, 1600, 3200	Auto ISO 100, 200, 400, 800, 1600, 3200	Auto ISO 100, 200, 400, 800, 1600, 3200	Auto ISO 100, 200, 400, 800, 1000
Shutter Speed (seconds)	1-1/1600	1-1/1000	1 - 1/1000	1 - 1/1000	1-1/4000	TBA
Aperture Range	f/2.8-8 - f/5.2-14.8	f/3.5-5.6 - f/4.3-10	f/3.5-4.4 to f/5.6-10.0	f/3.5-5.6 - f/4.4-10	f/2.7-5.6 - f/4.5-8	f/3.5-F8 - f/3.5-F8
Exposure Metering	TBA	Multi-Pattern Measuring	Multi-Pattern Measuring	Multi-Pattern Measuring	Multi-Pattern Measuring	Multi-Pattern Measuring
Effective Flash Range	TBA	0.9" to 7.4'	0.3' - 12.1'	0.3' - 12.1'	TBA	0.3' - 9.2'
Burst Capability	TBA	2.2 fps up to 100 images	2.2 fps up to 100 shots	2.2 fps up to 100 shots	2.2 fps up to 100 shots	3.3 fps up to 100 shots
Compatible Memory Cards	Memory Stick Duo Memory Stick PRO Duo	Memory Stick Duo Memory Stick PRO Duo	Memory Stick Duo Memory Stick PRO Duo up to 8GB	Memory Stick Duo Memory Stick PRO Duo up to 8GB	Memory Stick Duo Memory Stick PRO Duo up to 8GB	Memory Stick Duo Memory Stick PRO Duo Duo up to 8GB 2GB Internal
Battery Type	NP-BG1 Li-ion	NP-BG1 Li-ion	NP-BG1 Li-ion	NP-BG1 Li-ion	NP-BG1 Li-ion	NP-FR1 Li-ion
Power Adapter	Optional Includes Charger	Optional Includes Charger	AC-LS5K Optional Includes Charger	Optional Includes Charger	Optional Includes Charger	AC-LS5 Included
Computer Interface	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB 2.0	USB
Direct Print Capable	PictBridge	PictBridge	PictBridge	PictBridge	PictBridge	PictBridge
Dimensions (HxWxD)	3.4 x 2.25 x .875"	3.5 x 2.25 x .875"	3.6 x 2.3 x 0.9"	3.5 x 2.25 x .875"	TBA	3 ¹¹ / ₁₆ x 2 ¹³ / ₁₆ x 1"
Weight (Camera Only)	4.2 oz	4.8 oz.	6.1 oz.	5.0 oz.	TBA	7.2 oz.

CYBER-SHOT ACCESSORIES

Batteries and Chargers

NH-AA-2DA

**Rechargeable AA NiMH Stamina Batteries**

2500 mAh AA rechargeable NiMH batteries provide reliable power for the DSC-S650/700 and DSC-H7/9 super zoom cameras.

SONHAA2DB (2-pack) 7.95

Lithium-ion Batteries



NP-BG1: Small and lightweight, this 960 mAh rechargeable Lithium-ion battery can be charged or discharged at anytime without developing "memory effect". This means it never loses its ability to hold a full charge.

SONPBG1 39.95

NP-FR1: Small and lightweight, this 1220 mAh Info-Lithium battery can be charged or discharged at anytime without developing memory effect. This means it never loses its ability to hold a full charge.

SONPFR1 49.95



BC-TRG Portable Charger: There is no easier way to charge the NP-BG1 battery than with the BC-TRG battery charger. Ultra compact with a retractable plug, it will charge your battery in 1.5 hours.

SOBCTR1 49.95

BC-TR1 Portable Charger: There is no easier way to charge the NP-FR1 battery than with the BC-TR1 battery charger. Ultra compact with a retractable plug, it will charge your battery in 80 minutes.

SOBCTR1 44.95

Flashes

External Slave Flash with Bracket (SOHVLFL1B)

Brighten up your photographs like never before. This compact flash syncs to the internal flash of the DCS-W35, DSC-W55, DSC-H7 or DSC-H9 without having to connect to a control terminal for creative lighting.

Equipped with a light control switch for regulating the flash's brightness, and is also compatible with the red eye reduction and pre-flash functions of your digital camera. Supplied bracket makes installation easy. Includes a pouch and a battery 74.95

**Ring Light (SOHVLRLS)**

Designed for use in extreme close-up photography, the HVL-RLS ring light attaches to the DCS-W35, DSC-W55, DSC-T20, DSC-T100 and uses bright white LED lighting for more effective lighting of subject during macro shooting—providing absolutely true color reproduction.

Ideal for taking macro pictures of flowers, insects and other detailed close ups. It has a lighting level function, and includes a carrying case. Runs on a single AAA battery 94.95

HVL-RLA Macro Photography Ring Light (SOHVLRLA)

Designed for the DSC-H7 and DSC-H9 (as well as the older DSC-H2 and DSC-H5), the HVL-RLA allows you to consistently capture impeccably lit macro photography. Just attach the light to your camera's accessory shoe and you can take well lit extreme close-ups with a minimum of fuss. It features adjustable positioning so you can shoot through the ring light or have it offset from the lens. Power is supplied by either 4 AA alkaline or Ni-MH batteries. Includes two adapter rings and a storage pouch 219.95

**AC-L5K Portable AC Adapter (AC-L5K)**

Perfect for long photo sessions or while transferring images. Supplies a steady and reliable source of power to the DSC-S650, S700, W35, W55, W80, W90, W200, H7, H9, T20, T100 and G1. Its compact design makes it ideal for travel. It plugs easily into most common wall outlets...CALL

HD Output Adapter Cable (VMC-MHC1): Experience your photos in amazing high definition clarity. Simply connect the DSC-W80, W90, W200, T20, T100, H7, or H9 digital camera to your high definition TV and view your pictures in superb detail. The 4.9' cable length is all you need for connecting your camera and reliving the memories with your family and friends.....CALL

Multi-use Terminal Cable (VMC-MD1): The 5' Multi-use (USB, A/V, DC-in) Terminal Cable lets you easily connect almost any Sony digital camera to your computer or receiver. Now you can quickly upload your photos to your computer or receiver and view them on a larger scale. You can also charge your battery with the DC-in portion of the cable (requires the optional AC-LS5K AC adapter).....CALL



CYBER-SHOT ACCESSORIES

Conversion Lenses

30mm High Grade 2.6x Super Telephoto Conversion Lens (SOVCLDH2630)

Zoom in closer than ever before! Designed for Sony 30mm diameter lens Cyber-shot digital cameras (DSC-S650, DSC-S700), it offers 2.6x magnification to bring you into the action like never before. Constructed of high grade aluminum and glass materials, it features 3 group and 5 element design that assures precise visuals every time. It is lightweight, extremely durable, and incredibly simple to use. It even includes a carrying pouch and two lens covers to protect it while it's off the camera**104.95**

**30mm High Grade 1.7x Telephoto Conversion Lens (SOVCLDH1730)**

Optimized for megapixel digital photography, this 1.7x telephoto converter helps make distant subjects appear closer. Designed for Sony 30mm diameter lens Cyber-shot digital cameras (DSC-S650, DSC-S700), aluminum housing offers superb durability**76.95**

30mm High Grade 0.7x Wide Conversion Lens (SOVCLDH0730)

Optimized for megapixel digital photography, this 0.7x high grade wide-angle lens offers increased detail at the edge of an image. Designed for Sony 30mm diameter lens Cyber-shot digital cameras (DSC-S650, DSC-S700), aluminum housing provides superb durability**79.95**

**VCL-DE07T Wide End Conversion Lens (VCL-DE07T)**

Capture your subjects from a wider angle and provide excellent detail at the edge of the image with the VCL-DE07T wide end (0.77x) conversion lens. Designed specifically the Cyber-shot DSC-T20 or DSC-T100, this lens functions seamlessly to provide you with greater creative freedom. Supplied case, cap and adapter make

the VCL-DE07T a complete solution for wide angle photography.....**CALL**

58mm High Grade 1.7X Telephoto Conversion Lens (SOVCLDH1758)

The VCL-DH1758 telephoto conversion lens helps close the distance between you and your subject. Its 1.7x magnification combines with Cyber-shot DSC-H2, DSC-H5, DSC-H7 or DSC-H9's own optical zoom to give you spectacular zoom shots with incredible detail. The VCL-DH1758's high grade construction and three group, five element design ensures distortion-free optics and helps eliminate color aberration. It connects quickly and easily, and comes with a carrying pouch and front and rear lens caps for protections while away from your camera.....**119.95**

**58mm High Grade 0.7x Wide-angle Conversion Lens (VCL-DH0758)**

Expand your perspective with the VCL-DH0758 wide-angle conversion lens. Offering a 0.7x optical zoom, it broadens your camera's viewing angle for spectacular scenic shots or all inclusive family photos. With high grade construction and three group, three element design, the VCL-DH0758 offers superb optical with enhanced durability. It screws on to the Cyber-shot DSC-H2, DSC-H5, DSC-H7 or DSC-H9's lens quickly and easily, so you can take magnificent photographs within seconds.....**CALL**

TRIPODS



VCT-1500L, VCT-R640, VCT-R100

Tripod (VCT-1500L): With legs that expand from 16.9 to 59.1", and a mounting head that allows a 360° pan and 140° tilt, the VCT-1500L allows you to get perfectly smooth and stable shoots from huge variety of angles. With its collapsing legs you can even shoot as low as 6" above the ground. Made of high-quality aluminum and A.B.S. plastic, the VCT-1500L is design to last. It folds into a compact package so it can travel with you wherever you go. It even includes a handy carrying case**CALL**

Lightweight Tripod (SOVCTR640): Get steadier, professional-looking footage with this lightweight tripod. Its three-way pan head lets you follow the action left, right, up or down for creative camera angles. The quick-release function allows you to remove your camera quickly and easily so you can be mobile in a few seconds. It features expandable height from 21.5 to 56"**29.95**

Lightweight Tripod (VCT-R100): Steady your shots with this lightweight travel tripod. Elevator for adjustable height expands up to 39" for taking pictures, then folds down to a compact 14" for travel. 3-way panhead allows for creative camera angles (90°, 60°, 360° tilt correction.) Features quick-release head.



Portable Tripod Kit

Portable Tripod Kit (SOVCTMTK): A portable tripod that does a terrific job of steadying picture and video-taking. It has a nicely styled metal alloy finish and expandable legs that allow for a maximum height of 7". Includes cleaning cloth and carrying pouch**16.99**

CYBER-SHOT ACCESSORIES

Accessory Kits

ACC-CN3TR Accessory Kit

Get the most from your Cyber-shot digital camera with the ACC-CN3TR accessory kit. It includes two (2) 2500 mAh AA rechargeable batteries, BC-TR30 battery charger, and the LCS-CFR carrying case**CALL**

ACC-CLGB Accessory Kit

Prepare for your next outing. Kit includes the high quality LCS-CSG leather case and a spare NP-BG1 battery pack**CALL**

**ACC-FM50A Starter Kit (SOACCFM50A)**

The ACC-FM50A starter kit includes some great accessories in one low-priced package. Kit includes a high-quality carrying case with extra padding for protection and three pockets for storing accessories. It also includes the long-life NP-FM50 rechargeable battery pack which provides up to 2.5 hours of recording time and displays the remaining time in minutes.**49.95**

ACC-CLGB Accessory Kit (SOACCLGB)

Protect your Cyber-shot T, N or W Series digital camera while making sure you're always powered up. Your Cyber-shot camera will be safe from bumps and scratches with the genuine leather LCS-CSG carrying case. And you'll have plenty of power with an extra NP-BG1 battery pack on hand. Perfect for all-day events and traveling**59.95**

ACC-CN3M Accessory Kit (SOACCN3TR)

The ACC-CN3M includes a compact BC-TR30 battery charger and two high capacity AA rechargeable batteries to keep your keep you powered up on the go. It also includes a rugged LCS-CFR camera carrying case to protect your camera from the usual bumps and bruises.....**34.95**

Carrying Cases



LCS-CSE Deluxe Soft Carrying Case (SOLCSCSE): Carry your Cyber-shot camera wherever you go with this deluxe soft carrying case. It features a padded, lightweight design and includes a number of extra compartments for your Memory Stick media, spare battery packs, and other small accessories. It includes a convenient padded shoulder strap for comfortable carrying. **.59.95**

LCS-CSH Soft Carrying Case (SOLCSCSH): A stylish and tough soft carrying case to carry your Cyber-shot and a variety of accessories simply and comfortably. Compact, but still offering plenty of storage space, this lightweight case will never weigh you down. A handy zippered accessory pouch offers quick access from either end of the bag, while the large back pocket holds papers, magazines, or other documents within easy reach. Shoulder strap included**29.95**

LCS-CSJ Carrying Case (SOLCSCSJ): Constructed from a durable nylon material, this case is perfect for toting your camera, while protecting it from harm. With a casual look and detachable shoulder strap, it is the ideal solution for those who like to travel with their gear. A convenient front pocket holds additional memory cards and other small accessories. This compact, lightweight case is designed for use with your S, W, and T series digital cameras**15.95**

LCS-TWB/B Carrying Case (LCS-TWB/B): Turn heads when you protect your Cyber-shot W and T Series camera with the unique and stylish LCS-TWB/B carrying case. This soft leather case features a chrome ring that adds a designer touch. An included matching wrist strap and easy-open magnetic closure make this case a the perfect fashion accessory for your digital camera. The LCS- TWB is available in black, green, dark gray and pink.....**CALL**

LCS-TWA/B Carrying Case (LCS-TWA/B): Draw envious looks when you carry your Cyber-shot W and T Series camera in this understated and elegant carrying case. The quiet elegance and understated portfolio design of the LCS-TWA/B carrying case will keep your camera safe from bumps and scratches. There is an integrated belt loop for your convenience as well as a strong magnetic closure for quick access. Available in black, brown and red**CALL**

LCS-TWD/B Carrying Case (LCS-TWD/B): Accessorize your W or T Series Cyber-shot camera while keeping it safe from bumps and scratches with the classy LCS-TWD/B carrying case. The clutch-style design and fashionable two-tone color scheme offer a sophisticated look and complement the modern style of your camera. A magnetic closure and hand strap complete the case, making it a must-have accessory for travel**CALL**

CYBER-SHOT ACCESSORIES

Memory Stick PRO Duo Media

Enjoy continuous, real time recording and MagicGate copyright protection technology with Sony's high-speed Memory Stick PRO Duo media. It's higher capacity and faster available transfer rate make the future possible today. Designed to support read and write speeds up to 80 Mbps on high speed enabled devices, Memory Stick PRO Duo also exhibits increased durability with an operating temperature range of -13° F to 185° F. Provides unbeatable storage value for your Sony Cyber-shot digital camera, as well as camcorder or portable audio device. With supplied adapter, they can also be used in products compatible with standard-size Memory Stick media.



256MB Memory Stick PRO Duo (SOMSD256MB)	24.95	1GB High Speed Memory Stick PRO Duo (SOMSDH1GB).....	59.95
512MB Memory Stick PRO Duo (SOMSD512MB)	29.95	2GB Memory Stick PRO Duo (SOMSD2GB)	54.95
1GB Memory Stick PRO Duo (SOMSD1GB)	34.95	2GB High Speed Memory Stick PRO Duo (SOMSDH2GB).....	99.95
		4GB Memory Stick PRO Duo (SOMSD4GB)	109.95



DVDirect MC3 Multi-Function DVD Recorder (SOVRDMC3)

The DVDirect MC3 is a stand-alone DVD recorder that lets you easily transfer home video and digital photos to DVD discs without the need for a computer. It can be connected to almost any camcorder for real-time DVD recording. The burner even has a digital camera memory card reader to let you burn a DVD slideshow of your pictures. This is a great option for anyone who has a digital video camera or still camera and would like to burn DVDs without the need for a computer.

HDPS-L1 Digital Photo Album (SOHDP SL1)

The HDPS-L1 is a portable hard drive that provides high capacity digital photo storage while on location, and the ability to display your images on a TV. Great for beginners, the HDPS-L1 uses simplified controls that allow you to transfer images from a variety of flash media to the hard drive with a single click of a button. It includes slots for most common memory card including Memory Stick Media, CompactFlash, SD, MMC, xD-Picture cards and Microdrive media. Just insert your camera's memory card and hit the "copy" button. The HDPS-L1 imports your pictures and sorts them by their creation date. Use the provided remote and on-screen menu to sort your photos by type, such as "travel" or "holiday." Furthermore, the HDPS-L1 comes with pre-loaded music and slide show formats, so you can quickly create a trip down memory lane for friends and family. And because the HDPS-L1 can output high-definition video signals, your pictures will look especially clear and detailed on an HDTV Display.



- ◆ 80GB hard disk designed for storing digital photos and video files.
- ◆ Includes slots for Memory Stick Media, CompactFlash, Secure Digital (SD), Multi-MediaCard (MMC), xD-picture card and Microdrive.
- ◆ Connects to PC or Mac via USB 2.0
- ◆ Doubles as a backup for your PC's hard drive.
- ◆ Includes remote control and AC Adapter
- ◆ Bundled software automatically organizes pictures.