



Information

PENTAX

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Embargo: February 22, 2007

PENTAX Optio W30 — A compact digital camera with an enhanced waterproof function, making it possible to photograph underwater at depths of 3 meters continuously for 2 hours

PENTAX Corporation is pleased to announce the launch of the new PENTAX Optio W30, a compact digital camera designed to be dustproof/waterproof. The waterproof function has been further enhanced so that it is possible to photograph underwater at depths of 3 meters continuously for 2 hours.

Major Features

1. Enhanced waterproof function

The waterproofing capabilities of the internal construction of the camera and of the front and back covers, made from the metal used for the exterior, were further improved to make the Optio W30 capable of being used to photograph underwater at depths of 3 meters continuously for 2 hours (in the conventional model, underwater photography was possible at depths of only 1.5 meters for a period of 30 minutes). The protective glass is treated with SP (Super Protect) coating, developed exclusively by PENTAX, and is superior in 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), making it able for you to use the camera outdoors, such as for skiing, marine sports, and fishing, as well as for gardening and cooking, without having to worry about water and dirt.

2. New LCD monitor that is bright and easily viewable

The Optio W30 is equipped with a high-intensity 2.5-inch LCD monitor with an LCD Bright Mode that can adjust the brightness of the screen as necessary, making it easy to view the screen even outdoors, where there is strong sunlight. AR (Anti-Reflection) coating, which controls and reduces reflections caused by light, is also used for the monitor, making the screen be even more visible outdoors.

3. Digital SR (Shake Reduction)

Digital SR (Shake Reduction) mode that reduces camera shakes and blurring of the subject when photographing still images. The sensitivity is adjusted automatically, to as high as the ultrahigh sensitivity of ISO 3200, to match the brightness of the subject. This enables for photography with fast shutter speeds, and images with less blurs can be obtained.

4. High-quality movies with Shake reduction function

The Optio W30 captures smooth, high-quality movies at 30 fps (frames per second) at a resolution of 640 x 480 pixels, which is comparable to movies taken with a camcorder. It is also equipped with the “Movie SR (Shake Reduction)” function^{*1}, which automatically corrects camera shakes, and the “Interval shooting” mode that records images recorded during each specified time interval as a movie, allowing for movies to be taken more easily and without hassles.

^{*1} Using the “Movie SR” function results in a narrower field of view than that during normal video recording.

5. “Face Recognition Priority AF & AE” function that is convenient when photographing people

The Optio W30 is equipped with a “Face Recognition Priority AF & AE” function^{*2} 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.

^{*2} Available when the shooting mode is “Portrait” and the camera is directed at people from the front.

6. Macro photography as near as 1 cm

The Optio W30 can be used as close as one centimeter away from a subject for stunning close-up photography. Macro photography provides many fun photo options because you can fill the photo frame with subjects like flowers, insects, or jewelry.

7. Auto Picture mode automatically determines the best settings for the shooting conditions

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 for users since it eliminates the necessity of making a number of individual settings.

8. 3X optical zoom lens and 7.1 effective megapixels deliver outstanding pictures

The Optio W30 includes a 3X optical zoom lens that covers focal lengths from 6.3 to 18.9 mm (equivalent to 38 to 114 mm for 35mm film) and features a refraction lens system so the lens never protrudes from the camera while zooming. And 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.

9. Other Features

- (1) New auto-lock mechanism that automatically locks covers, such as the battery cover, after they are closed.
- (2) Auto-tracking AF continuously focusing on a moving subject
- (3) Compatible with new SDHC memory cards, in addition to conventional SD memory cards
- (4) Mode Palette provides quick access to 25 shooting modes and 15 playback modes

- (5) Image Recovery function lets you retrieve accidentally erased pictures
- (6) Soft flash function avoids overexposure during close-up flash photography
- (7) Digital zooming provides up to 4X magnification
- (8) Digital Filter function that lets you enjoy editing photographed images
- (9) FotoNation's red-eye correction function for correcting red eye after shooting, which occurs easily when photographing with flash
- (10) Approximately 21.9 MB of built-in memory
- (11) Includes the ACDSsee for PENTAX image viewer/image management software
- (12) Supports PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III

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- ◆ *This product supports PRINT Image Matching III. PRINT Image Matching enabled digital still cameras, printers and software help photographers to produce images more faithful to their intentions. Some functions are not available on printers that are not PRINT Image Matching III compliant.*
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- ◆ *Features Automatic Red-eye Compensation function of FotoNation Inc. for red-eye compensation when shooting with a flash.*
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