



Information

PENTAX

PENTAX Corporation
2-36-9, Maeno-cho, Itabashi-ku
Tokyo 174-8639, Japan
TEL: (81)-3-3960-5151
FAX: (81)-3-3960-5226

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PENTAX Optio E30 — An entry-level compact digital camera that still delivers high-resolution pictures

PENTAX Corporation is pleased to announce the launch of the PENTAX Optio E30 compact digital camera. Although an entry-level model designed with the convenience of beginners in mind, the Optio E30 is packed with 7.1 effective megapixels for exceptional high-resolution photography.



Major Features

1. 7.1 effective megapixels for standout quality photos

The upgraded 7.1 effective megapixels, the one of the most in the entry-level class, enables you to take pictures with outstanding resolution.

2. Compatibility with widely available AA batteries

Since the Optio E30 accepts widely available AA batteries, you can shoot with confidence when away from home or whenever you want. Furthermore, the camera has been designed specifically to use less power so that you can take approximately 200 photos when running on alkaline batteries.

3. Equipped with the Green mode for automated setup

The Optio E30 comes with the Green mode, which automates the camera setup when shooting still images, that allows even complete digital-camera beginners to enjoy picture-taking effortlessly. A single button press automatically sets the exposure, sensitivity, white balance, and other parameters according to the shooting conditions. This function is useful when asking someone else to take your picture or when you've simply lost track of the camera settings.

4. Mode Palette displays intuitive icons

Selection of shooting and playback modes is made much easier with the Mode Palette, PENTAX's original mode-selection function that lists mode icons on the LCD monitor. By arranging 15 shooting modes, including Landscape, Pet, and Food, and 8 playback modes, the Mode Palette speeds up mode selection with its straightforward display and guide function.

5. 3X optical zoom and 4X digital zoom for a maximum of 12X magnification

The Optio E30 features a 3X optical zoom lens with a focal range covering angles of view equivalent to those of a 36-108mm lens in 35mm format, which is ideal for a broad spectrum of subjects from landscapes, through sightseeing photographs, to portraits. Such zooming power can also be combined with 4X digital zoom to achieve a total of 12X zoom capability,

6. Large, 2.4-inch LCD monitor

The Optio E30 manages to fit in a large, 2.4-inch LCD monitor despite its compact body dimensions. Not only does the monitor's size make it easier to compose and play back images, it also permits easier operation and setup thanks to its larger, easy-to-read menu display.

7. Compatibility with the ImageLink printing system

The Optio E30 is compatible with the ImageLink printing system. By simply placing the Optio E30 on the printer's dock of ImageLink-compatible printers, the user can take advantage of printing of recorded images, without requiring a personal computer.

8. Other features

- (1) Supports the new SDHC memory cards in addition to conventional SD memory cards
- (2) Approximately 11 MB of built-in memory
- (3) Built-in auto flash with red-eye reduction function
- (4) Records movie at sizes up to 640 × 480 pixels with image quality rivaling camcorders
- (5) Frame composite function allows you to add a decorative frame around the image when shooting
- (6) Compatible with PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III

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