



# 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

**Embargo: February 22, 2007**

**PENTAX Optio A30 — A compact digital camera in PENTAX's top class, with 10.0 effective megapixels and enhanced anti-shake functions, making high-quality images possible**

PENTAX Corporation is pleased to announce the launch of the new PENTAX Optio A30, a compact digital camera featuring 10.0 effective megapixels, enabling for photography of fine, high-quality images. The Optio A30, which is a camera in PENTAX's top class, also has enhanced anti-shake functions.

## Major Features

### 1. High-quality images

The Optio A30 achieves one of the highest image qualities as a compact digital camera, thanks to features such as 10.0 effective megapixels that enable for high-resolution images, a 1/1.8-inch CCD with a wide light-sensitive area for superior tone reproduction, an smc PENTAX zoom lens, renowned for its high resolving power, an image processing engine that makes a rich color reproduction possible, and three different types of anti-shake functions.

### 2. Enhancement of anti-shake functions

#### (1) SR (Shake Reduction)

The shake detection accuracy of the Optio A30 has been further enhanced, by incorporating a new, high-accuracy gyro sensor and a control algorithm used for shake correction technology in our digital SLR cameras into the shake reduction mechanism, which consists of a shifting CCD system developed exclusively by PENTAX. When photographing still images, highly corrective effects, equivalent to shutter speeds of approximately 2.5 to 3.5 steps can be achieved.

#### (2) Digital SR (Shake Reduction)<sup>\*1</sup>

The Digital SR mode automatically changes sensitivity according to the brightness of the subject, and effectively reduces camera shakes and subject blurring. For the Optio A30, the maximum sensitivity has been improved to ISO 3200. With faster shutter speeds, photography with reduced blurring is now possible.

<sup>\*1</sup>: The image recording size is fixed to 5 M (2592 x 1944 pixels) when the Digital SR mode is selected.

#### (3) Movie SR (Shake Reduction)<sup>\*2</sup>

An electronic shake reduction function exclusively for capturing movies, which effectively corrects distortions in images due to camera shakes through software.

<sup>\*2</sup> When using "Movie SR," the field of view is narrower than that during normal video recording.

### **3. New LCD monitor that is bright and easily viewable**

The Optio A30 is newly equipped with a high-intensity LCD monitor with an LCD booster function that makes it possible to improve the brightness of the screen as necessary. The monitor is now even easier to view outdoors, where there is strong sunlight. With a 2.5-inch screen size and a high resolution of 232,000 pixels, it is easy to confirm picture compositions and the focus. Due to its wide viewing angle, the screen can also be easily viewed, since there is little change in brightness and colors even when looking at the monitor diagonally.

### **4. “Face Recognition AF & AE” function that is convenient when photographing people**

The Optio A30 is equipped with a “Face Recognition AF & AE” function<sup>\*3</sup> 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.

<sup>\*3</sup>Available when the photography mode is “Portrait” or “Kid” and the camera is directed at people from the front.

<sup>\*</sup>This camera’s Face Recognition AF & AE function uses the Face Tracker face-recognition technology from FotoNation.

### **5. Swift operation speeds**

Various operation speeds for photography and playback have been increased, making it possible to use the camera more swiftly. In addition to a 0.02-second release time lag, the time it takes for the camera to focus and to start up has been speeded up.

### **6. “Intelligent zoom” function**

The Optio A30 is newly equipped with an “intelligent zoom” function, which is an evolved form of digital zoom, enabling for images to be magnified even larger and stored, all while maintaining the image quality of optical zoom.

### **7. Video recording function enabling high-quality recording for long periods of time**

The Optio A30 smoothly captures movies at 30 fps (frames per second) at sizes up to 640 x 480 pixels with image quality rivaling camcorders. Since it employs the DivX® (MPEG-4 compliant) movie format,<sup>\*4</sup> the Optio A30 can record longer, high-quality movies.

<sup>\*4</sup>The Optio A30 is DivX® certified. Movie playback is not supported on Macintosh operating systems.

### **8. A wide range of exposure setting modes**

In Programmed Exposure mode, the camera automatically determines the shutter speed and aperture. The camera also includes “Shutter-Priority AE” mode and “Manual Exposure” mode, which the user can set freely depending on the effect they are aiming to achieve.

### **9. Compact and lightweight body**

Despite incorporating a large CCD, the SR system and a 3X optical zoom lens with a focal range covering angles of view equivalent to those of a 38-114mm lens in 35mm

format, we managed to create a slimmer and lighter body by using our unique Sliding Lens System<sup>\*5</sup> together with high-density mounting technology.

<sup>\*5</sup> PENTAX's proprietary lens system: The central lens group slides upward from the optical axis and the front and back lens groups slip under them. Housing the lens in two steps in the lens cylinder reduces overall lens thickness, thereby minimizing body depth.

## **10. Other Features**

- (1) Auto-tracking AF continuously focusing on a moving subject
- (2) Compatible with new SDHC memory cards, in addition to conventional SD memory cards
- (3) Mode Palette provides quick access to 15 shooting modes and 15 playback modes
- (4) A "Green button" that enables you to assign functions that are frequently used, and recall them in just one touch
- (5) Approximately 22MB of built-in memory
- (6) Calendar Display function allows image retrieval based on the capture date
- (7) Easy searching and organizing of images on a PC using the Date Folder function
- (8) FotoNation's red-eye correction function for correcting red eye after shooting, which occurs easily when photographing with flash
- (9) Includes the ACDSee for PENTAX image viewer/image management software
- (10) Supports PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III

- ◆ *PENTAX, Optio and smc PENTAX are trademarks of PENTAX Corporation.*
- ◆ *All other brands or product names are trademarks or registered trademarks of their respective companies.*
- ◆ *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.*  
*Copyright 2001 Seiko Epson Corporation. All Rights Reserved.*  
*Print Image Matching is a trademark of Seiko Epson Corporation.*  
*The PRINT Image Matching logo is a trademark of Seiko Epson Corporation.*
- ◆ *Red Eye software (c) 2003-2006 FotoNation Inc. Face Tracker software (c)2005-2006 FotoNation Inc. In Camera Red Eye -- covered by U.S. Patent No. 6,407,777 and 7,042,505. Other patents Pending.*
- ◆ *Design and Specifications is subject to change without notice.*