



Information

PENTAX

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PENTAX Optio M50 — A compact digital camera with an easily usable compact/lightweight body, enabling for photography to be enjoyed readily

PENTAX Corporation is pleased to announce the release of the PENTAX Optio M50, a compact digital camera that is newly equipped with 5X optical zoom lens, and enables users to further enjoy photography. As a standard model with enhanced basic functions encased within a compact and lightweight body, the Optio M50 can be used easily. Six color variations are available for the body color, allowing users to select their favorite color.

Main Features

1. 5X optical zoom lens

Inside a palm-sized compact body, the Optio M50 is newly equipped with a 5X optical zoom lens. With this lens, an angle of view equivalent to those of an approximately 36 to 180 mm lens in 35 mm format can be obtained, thus permitting the user to take zooming photographs for landscapes, memorial photographs, portraits etc. In addition, using this together with the digital zoom function (approx. 1X to 5.1X) makes photography with a maximum zoom equivalent to 25.5X possible.

2. “Face Recognition AF & AE” function that is convenient when photographing portraits

The Optio M50 is equipped with the “Face Recognition AF&AE” function that automatically detects and focuses on faces, and sets the optimum exposure. In addition, “Smile Capture” function that distinguishes smiles and automatically takes photographs, and other application functions are also available.

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

The Auto Picture mode, which is unique to PENTAX, lets the camera automatically determines the shooting conditions and chooses condition for Landscape, Portrait, Night Scene, Normal, and newly adopted Flower and Sports mode.

4 . Digital SR (Shake Reduction)

Digital SR (Shake Reduction) mode reduces camera shakes and blurring of the subjects when photographing still images. The sensitivity is adjusted automatically, to as high as the ultrahigh sensitivity of ISO 6400, to match the brightness of the subjects. This enables for photography with fast shutter speeds, and images with less blurs can be obtained.

5. Easily viewable 2.5-inch LCD monitor with a wide viewing angle

Even with a compact body, the Optio M50 features a large, 2.5-inch LCD monitor with an increased approximately 230,000 dots. Not only is it easy to check the screen during photography and playback, it is also easy to view the menu display. The monitor also enables users to operate the camera and make settings smoothly. Since the screen has a wide viewing angle of approximately 170 degrees from all directions, it is easy to confirm images even when looking at the screen diagonally.

6. High-quality images

Thanks to a high definition of approximately 8.0 effective megapixels and high-performance PENTAX lens, the Optio M50 realizes clear images with high quality. Even when images are enlarged, it is possible to print detailed areas clearly.

7. Others

- 1) Movie recording function with shake reduction enabling high image quality rivaling camcorders
- 2) Mode palette provides quick access to 16 shooting conditions and 15 playback mode
- 3) Panorama mode for composing photographs into 1 panoramic picture
- 4) Auto-Macro allows for close-up photography as near as 10cm without changing the normal focusing mode
- 5) Auto-tracking AF continuously focusing on a moving subject
- 6) Date imprint function for easy image categorizing
- 7) Approximately 51.1MB of built-in memory
- 8) FotoNation's red-eye compensation function for flash shots
- 9) Includes the ACDSee for PENTAX 3.0 image viewer/image management software that supports Windows Vista™
- 10) Support 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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Design and specifications are subject to change without notice

Optio M50 Main Specifications

Number of Effective pixels		approx. 8.0 megapixels
Image Sensor		1/2.35" CCD
Number of Recorded pixels	Still	8M, 5M, 4M, 3M, 2M, 1024, 640
	Movie	640, 320
Sensitivity (Standard Output Sensitivity)		Auto, Fixed (ISO 64 - 6400*) , * Digital SR mode setting
Shake Reduction	Still	High sensitivity shake reduction mode (Digital SR)
	Movie	Movie shake reduction mode (Movie SR)
Face recognition		Face priority AF&AE is available at all mode. 15 people at most. Smile Capture.
Storage Media		Built-in Memory (approx. 51.1MB), SD/SDHC Memory Card
White Balance		Auto, Daylight, Shade, Tungsten light, Fluorescent light, Manual setting
Lens	PENTAX zoom lens, 8 elements in 6 groups (4 aspherical elements)	
	Focal Length	6.3mm-31.5mm (35mm equivalent focal length approx. 36 - 180mm)
	Aperture	F3.5(W) - F5.6(T)
Zoom	Optical Zoom	5X
	Digital Zoom	approx. 5.1X
	Intelligent Zoom	approx. 6.3X at 5M, approx. 25.5X at 640(including optical zoom)
Display		2.5", approx.230K dots LCD, Wide viewing angle
Focus	Type	9 point multi/spot/ Auto tracking AF
	Focus Range (From lense face)	Normal:0.4m (1.31ft) - infinity(at wide setting), 0.9m (2.95ft) - infinity(at tele setting) Macro: 0.1m (0.33ft) - 0.5m (1.64ft) (at wide setting), 0.6m (1.97ft)- 1.0m (3.3ft) (at tele setting) Infinity-landscape mode, Manual Focus, Pan Focus available
Exposure Control	Metering System	Multi-segment metering, Center-weighted metering, Spot metering
	Exposure Compensation	±2EV(1/3EV steps)
Scene modes		AUTO Picture, Program, Night Scene, Movie, Voice Recording, Landscape, Flower, Natural Skin Tone, Portrait, Surf&Snow, Sport, Digital SR, Kids, Pet, Food, Panorama, Digital Wide, Green
Playback modes		Digital SR, Slideshow, Resize, Trimming, Image&Sound Copy, Image Rotation, Digital Filter(Color Filter(11 kinds), Digital Filter, Brightness Filter), Movie Edit, Frame Composite, Red-eye Compensation, Voice Memo, Protect, DPOF, Image Recovery, Start-up Image Setting, Face zooming
Shutter Speed		1/2000 sec.- 1/4 sec. 4 sec. at most (Night scene mode setting)
Built-in flash	Modes	Flash-on and Flash-off modes. "Red-eye" compensation function employs a pre-discharge
	Flash Range	Wide: approx. 0.2m (0.66 ft) - approx. 4.4m (14 ft) (ISO Auto) Tele: approx. 0.6m(1.97 ft) - approx. 2.8m(9.2 ft) (ISO Auto)
Drive Modes		One shot, Self-timer , Continuous, Frame Composite
Power Source	Rechargeable D-LI78 lithium-ion battery, Optional AC adapter kit is also available	
	Battery life	Still: approx. 210 shots (Rechargeable Lithium-ion battery)*1 Playback: approx. 240 mins (Rechargeable Lithium-ion battery)*2
Interfaces		USB 2.0(Hi-Speed)/AV terminal
PictBridge		Supported
Dimensions		approx. 95 (W) ×55 (H) ×23.5 (D) mm (including lens depth)
Weight	Body	approx. 115 g (without battery and SD memory card)
	With battery & SD card	approx. 130 g (loaded and ready)

*1.The number of recordable images are based on the CIPA standard measurement, but it may vary with the conditions under which the camera is used.

*2.Measured based on PENTAX standard and may vary depending on the condition of use.

Optio M50 Storage

Still		Built-in Memory*	512MB	1GB	2GB	4GB
8M	★★★	13	121	242	491	965
	★★	25	232	465	945	1856
	★	38	351	701	1429	2806
5M	★★★	20	188	378	768	1508
	★★	38	355	714	1429	2806
	★	54	503	1014	2049	4022
4M	★★★	25	236	472	960	1885
	★★	49	457	924	1862	3656
	★	69	643	1297	2561	5027
3M	★★★	31	293	590	1182	2320
	★★	61	570	1155	2276	4469
	★	88	816	1653	3235	6351
2M	★★★	51	472	943	1921	3770
	★★	83	774	1547	3073	6033
	★	121	1119	2277	4391	8619
1024	★★★	96	888	1801	3616	7098
	★★	155	1439	2873	5588	10969
	★	192	1777	3657	6830	13407
640	★★★	192	1777	3657	6830	13407
	★★	297	2747	5486	10245	20111
	★	363	3358	7100	12294	24133

Movie		Built-in Memory*	512MB	1GB	2GB	4GB	
640X480	30fps	★★★	48s	7m31s	15m10s	30m08s	59m09s
		★★	1m05s	10m04s	20m19s	40m58s	1h20m26s
		★	1m39s	15m15s	30m56s	1h00m16s	1h58m18s
	15fps	★★★	1m36s	14m48s	30m01s	1h00m16s	1h58m18s
		★★	2m10s	20m08s	40m14s	1h18m48s	2h34m42s
		★	3m12s	29m37s	1h00m57s	1h53m50s	3h43m27s
320X240	30fps	★★★	1m17s	11m59s	23m56s	48m47s	1h35m46s
		★★	1m45s	16m14s	32m42s	1h04m02s	2h05m41s
		★	2m28s	22m53s	47m20s	1k33m08s	3h02m49s
	15fps	★★★	2m28s	22m53s	47m20s	1h33m08s	3h02m49s
		★★	3m24s	31m28s	1h03m51s	2h08m04s	4h11m23s
		★	4m57s	45m47s	1h31m26s	2h50m44s	5h35m11s

Voice recording	Built-in Memory*	512MB	1GB	2GB	4GB
	41m17s	6h14m15s	12h28m41s	25h22m33s	49h49m27s

* Approx. 51.1MB

The maximum file size is 2GB for movie.

The maximum length is 24 hours for Audio recording