



Information

PENTAX

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PENTAX Optio S12 — A stylish compact digital camera that pursues higher image quality with an increased approximately 12.0 effective megapixels

PENTAX Corporation is pleased to announce the release of the PENTAX Optio S12, a stylish compact digital camera well-received for its ultra-compact and lightweight body and featuring higher image quality with an increased approximately 12.0 effective megapixels. Four colors—silver, black, pink, and light blue—are available for the main body, allowing users to select a color of their choice.

Main Features:

1. Ultra-compact body with a stylish design

The Optio S12 consists of a stylishly-designed compact body that allows the user to carry around the camera every day like an accessory, on vacation and for leisure, of course, and even for daily snapshots and business. While being equipped with a 3X optical zoom lens and a 2.5-inch LCD monitor, this camera is one of the smallest and lightest models with approximately 12.0 effective megapixels, thanks to miniaturization of the circuit board and further high-density, compact mounting technology.

2. Pursuit of higher image quality and higher performance with 12.0 effective megapixels

With an increased approximately 12.0 effective megapixels, it is possible to obtain images with ultra high definition. The Optio S12 pursues higher image quality and higher performance through the new large 1/1.7-inch CCD with a wide light receiving area and superior tone reproduction, a high-performance image engine with excellent color reproducibility, and the incorporation of smc PENTAX lens that has noted for its high resolving power.

3. Face recognition function for easier photography of portraits

The Optio S12 is equipped with the “Face Recognition AF & AE” function that automatically recognizes people’s faces and adjusts the focus, and set the optimum settings. In addition to accelerating the detection time, the number of people that can be recognized at once has been increased to 15 people. The new “Face Selector” function enables the user to select one person’s face from among multiple recognized faces.

The face recognition technology “Face Tracker” developed by FotoNation is used for the Optio S12’s “Face Recognition AF & AE.”

4. New “Dynamic Range Adjustment” function that suppresses white outs and black outs of images

The Optio S12 is newly equipped with the “Dynamic Range Adjustment” function that suppresses the generation of white outs and black outs by correcting the tones for the highlighted areas and shadowed areas of subjects with significant differences in contrast. Through a linkage with the face recognition function, subjects can be represented brightly even when they are photographed against the backlight. The tones of the background, however, are automatically retained. In addition, it is also possible to change settings in accordance with the photography conditions.

5. Digital SR

Digital SR (shake reduction) mode 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 subjects. This enables for photography with fast shutter speeds, and images with less blurs can be obtained.

6. Bright and easily viewable LCD monitor

The LCD monitor is of a high-intensity type with an LCD booster function where it is possible to increase the brightness of the screen as necessary. The LCD cover is coated with an AR (Anti-Reflection) coating that reduces reflections on the screen by suppressing the reflection of outside light. With a screen size of 2.5 inches and a high resolution of 232,000 dots, it is also easy to confirm the picture composition and the focus. Also, as the screen has a wide viewing angle of approximately 170 degrees in the horizontal and vertical directions, images can be viewed easily even from a diagonal angle, since there is little change in the brightness and colors.

7. Movie recording function enabling high-quality recording for long period of time

The Optio S12 smoothly captures movies at 30fps (frames per second) at sizes up to 640x480 pixels with images quality rivaling camcorders. Since it employs the DivX®(MPEG-4) movies format*1, the Optio S12 can record long, high-quality movies

*1: [The Optio S12 is DivX® certified. Movie playback is not supported on Macintosh operating systems](#)

8. Others

- 1) “Auto picture mode” automatically determines the best setting for the shooting conditions
- 2) Mode palette provide quick access to 18 shooting modes and 15 playback modes
- 3) An “Intelligent zoom” function which enables images to be magnified even larger and stored, while maintaining the image quality of optical zoom
- 4) A “Green button” that enables you to assign functions that are frequently used, and recall then in just one touch
- 5) Date imprint function for easier image categorizing

- 6) Approximately 21.0MB of built-in-memory
- 7) FotoNation's red-eye compensation function for flash shots
- 8) Includes the ACDSee for PENTAX 3.0 viewer/image management software that supports Windows Vista™
- 9) Support PictBridge, DPOF functions, Exif Print, and PRINT Image Matching III

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Optio S12 Main Specifications

Number of Effective pixels		approx. 12 megapixels
Image Sensor		1/1.7" CCD
Number of Recorded pixels	Still	12M, 10M, 7M, 5M, 3M, 1024, 640
	Movie	640, 320
Sensitivity (Standard Output Sensitivity)		Auto, Fixed (ISO 64 - 3200*) *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 available at all mode. 15 people at most. Face selector
Storage Media		Built-in Memory (approx. 21.0MB), SD/SDHC Memory Card
White Balance		Auto, Daylight, Shade, Tungsten light, Fluorescent light, Manual setting
Lens		PENTAX zoom lens, 7 elements in 5 groups (3 aspherical elements)
		Focal Length 7.9mm-23.7mm(35mm equivalent focal length approx. 37-111mm)
		Aperture F2.8(W) - F5.4(T)
Zoom	Optical Zoom	3X
	Digital Zoom	approx. 6.0X
	Intelligent Zoom	approx. 3.3X at 10M, approx. 17.9X at 640(including optical zoom)
Display		2.5" Wide viewing angle LCD, approx. 232K dots, LCD Booster, AR coating
Focus	Type	5 point multi/spot/ Auto tracking AF , AF assist lamp available
	Focus Range (From lense face)	Normal: 0.35m (1.15ft) - infinity(whole zoom area) Macro: 0.12m (0.39ft) - 0.4m (1.31ft) (at wide setting) Supermacro: 0.06m (0.20ft)- 0.15m (0.49ft) (at wide 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, Half-length Portrait , Kids, Digital SR, Sport,Surf&Snow, Pet, Text, Food, Frame Composite, Green
Playback modes		Slideshow, Resize, Trimming, Image&Sound Copy, Image Rotation, Color Filter(13 kinds), Digital Filter(5 kinds), Brightness Filter, Movie Edit, Red-eye Compensation, Voice Memo, Protect, DPOF, Start-up Screen, Frame Composite, 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" reduction function employs a pre-discharge. Soft flash
	Flash Range	Wide: approx. 0.06m (0.2 ft) - approx. 6.8m (22 ft) (ISO Auto) Tele: approx. 0.35m(1.15 ft) - approx. 3.5m(11 ft) (ISO Auto)
Drive Modes		One shot, Self-timer , Continuous, Frame Composite, Multi-exposure, Remote Control
Power Source		Rechargeable D-LI68 lithium-ion battery, Optional AC adapter kit is also available
		Battery life Still: approx. 270 shots (Rechargeable Lithium-ion battery)*1 Playback: approx. 270 mins (Rechargeable Lithium-ion battery)*2
Interfaces		USB2.0(Hi-Speed), AV terminal, DC input terminal
PictBridge		Supported
Dimensions		approx. 87 (W) ×54 (H) ×21 (D) mm (excluding protrusions)
Weight	Body	approx. 110 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 S12 Storage

Still		Built-in Memory*	512MB	1GB	2GB	4GB
12M	★★★	3	100	201	410	807
	★★	5	145	291	594	1167
	★	8	201	404	822	1616
10M	★★★	4	120	242	494	971
	★★	6	174	350	714	1403
	★	10	242	486	989	1944
7M	★★★	6	170	342	697	1370
	★★	10	246	495	1007	1980
	★	14	342	685	1396	2742
5M	★★★	9	240	481	980	1925
	★★	14	347	695	1416	2781
	★	20	481	963	1961	3852
3M	★★★	15	363	728	1483	2913
	★★	22	525	1053	2143	4209
	★	31	728	1458	2967	5828
1024	★★★	40	927	1856	3777	7418
	★★	59	1340	2682	5456	10000
	★	82	1856	3714	7556	10000
640	★★★	75	1701	3405	6926	10000
	★★	110	2457	4918	10000	10000
	★	152	3403	6811	10000	10000

Movie		Built-in Memory*	512MB	1GB	2GB	4GB
640X480	★★★	1m00s	22m58s	46m00s	1h33m36s	3h03m49s
	★★	1m16s	28m47s	57m38s	1h57m15s	3h50m16s
	★	1m31s	34m33s	1h09m11s	2h20m46s	4h36m26s
320X240	★★★	3m55s	1h28m53s	2h57m56s	6h02m00s	11h50m54s
	★★	4m52s	1h50m25s	3h41m03s	7h29m43s	14h43m09s
	★	5m37s	2h07m18s	4h14m52s	8h38m30s	16h58m14s

Voice recording	Built-in Memory*	512MB	1GB	2GB	4GB
	23m10s	8h35m26s	17h11m28s	34h58m00s	68h39m39s

* Approx. 21.0MB

The maximum number is 10000 for still image.

The maximum file size is 2GB for movie.

The maximum length is 24 hours for Audio recording