B&H

PHOTO - VIDEO - PRO AUDIO

The **Digital Photography**

SourceBook

Section 1

Digital Still Cameras

Digital Imaging—a primer for the uninitiated

Digital imaging is exploding. It seems everybody is doing it. And you think you want to get into it. Fine, but where do you start? What equipment do you need? No problem. But before we get to that, let us begin with a little background information so you'll have a better understand of what digital imaging is.

Until about five years ago imaging was an analog affair. Pictures were "recorded" onto film and the manipulation of images took place in a darkroom—a messy, wasteful and environmentally unfriendly way of doing things.

Digital imaging is the digital recording of images, either by a digital camera or a scanner. Once recorded, these digital images (made up of 0's and 1's) can be transferred (downloaded) to your computer where they can be edited, manipulated, e-mailed, printed, or incorporated into almost any kind of document.

You won't have to crawl up in the attic or dig around the basement anymore to find those prints of the kids. With digital photos, organizing, storing and finding prints is a thousand times easier and more efficient. In it's simplest form you can glance at hundreds of thumbnails of your images on your computer to quickly find what you are looking for. You can make copies of your photos to create albums in their own folder. On a more sophisticated level you can use cataloging software (for as little as $50) to attach keywords to your images to search your photo collection.

Not to scare you or anything, but fires, floods, theft, earthquakes, etc. do happen. The family photos one loses in these disasters is often the biggest loss, they are irreplaceable both in sentimental value and memories. So backing up your photo collection is a must. And it is easy. If your photos are in a digital form, copying the files (photos) to a CD or DVD and storing them in a safe place is a lot easier to do. Keep them in a safety deposit box or at work. You can store thousands of photos for pennies on a CD or DVD that takes up no space. It is just a matter of you doing it and it is easy to do. (This is a good idea even in the world of digital because it is not uncommon for hard drives to fail and if that is the only place photos are stored you are out of luck –so back them up).

One more thing, digital cameras are a great way to learn photography. With the ability to instantly see images, you will have a much better appreciation for settings such as aperture and shutter and how they alter mood and character.

In order to get images into your computer, they must be digitized. There are basically two ways of digitizing them. Digital cameras or scanners. Digital cameras digitize images as they are shot. Scanners digitize existing negatives, transparencies and prints. Once the images are digitized—whether they were shot with a digital camera or shot on film and scanned—you can transfer them to your computer (there are many easy ways to do this.) Now the second part of digital imaging starts . . .

You can optimize your images with an image-editing program, restore damaged or faded photos, and apply an almost infinite variety of special effects. You see the results of anything you as you do it, and if you don't like something – just hit "undo" and do it again. You can e-mail your pictures, or post them on a Web page, put them on flyers, turn them into calendars or greeting cards, put them on T-shirts and coffee mugs, print them, or even have them output back onto film. Oh, one more thing. In the long run digital is cheaper, a lot cheaper. Much less money spent on film, chemicals etc.

So now, what do you need to go digital? A digital camera or a scanner, a fast computer with a lot of RAM (at least 256MB), a 20˝ monitor, a lot of storage, an inkjet or dye-sub printer or output device like a CD or DVD burner and image-editing software. All these things you will find throughout this catalog.

But for now the question is . . .

Digital Camera vs. 35mm Camera and Scanner

So now we know that we need either a digital camera or scanner, so which one. You might have thousands of dollars invested in a top 35mm system. If you scan your full-frame 35mm image (negative or slide) with a 2700-dpi (dots-per-inch) scanner film scanner (under $300 today) you get a 9.4 megapixel scan (2496 x 3776). Do it with a 4000-dpi scanner (under $1000) and you get a 21MB file (3762 x 5646). So you can continue to shoot with your familiar and versatile 35mm SLR camera—which very likely has more features and better performance than most digital camera. And you have a good negative or slide as well as a high-resolution digital image. But resolution is only one part of the story. Digital cameras are the biggest innovation in photography in over 100 years. They give you a myriad of benefits that simply can't be achieved with a 35mm camera. And if you haven't invested a lot in analog—then there is no question.

THE BASICS

35mm	vs.	DIGITAL
Generally a 35mm camera costs less than a digital camera. But 35mm cameras are not getting much cheaper.		Digital cameras might be a little more expensive now, but they getting better and cheaper all the time.
Taking photos costs money. The more you take the more it costs. You have to buy film then pay to develop it. If you don't pay you can't see your pictures.		Taking photos are free. You basically buy your memory storage once (memory card) and can keep reusing it after you have downloaded your photos to your computer.
You must be patient and wait. You can not see your photos until you get them back from the developer.		Instant gratification because you can immediately see the photos you have taken with the LCD monitor on your digital camera.
You must rely more on your photograph-ic skills because you don't know what your photo will look like until you get it back from the developers.		You don't need to rely as much on your photography skills because you get instant feedback. If you don't like it, just shoot it again. Or just shoot a whole bunch of photos because you can keep the ones you like and delete the rest.
Making copies or your photos cost money, time and a trip in your car.		Making 100% exact duplicate copies of your photos is free and as easy as three clicks with your mouse.
The pictures you take are not ready to be e-mailed to a friend, client or used on your web page. You must pay for the film, pay and wait for the photos to be developed and then digitize them using a scanner.		Your photos are instantly ready to be e-mailed to your friend, client or used on your webpage.
You are limited to maybe 36 photos at the most before you have to put a new roll of film in.		Digital Cameras hold far more images than the traditional roll of 24 or 36 images. The number of photos your digi-tal camera can hold before you need to download is limited only by the size of your memory card, the resolution of your images and the file type it is saved as. To give you an idea, a digital camera set to take quality 5 x 7" photos can take about 150 photos with a 128MB memory card.
How many times have you taken a great photo of a friend and they really want it? You give them the print and lie to your-self that someday you'll develop another print of it to replace it. You never do.		How many times have you taken a great photo of a friend and they really want it? Well…just e-mail it to them or print on the spot yourself with today's personal photo printers.
You are travelling and want to send pho-tos back to your friends and family, what are you going to do? Mail them, probably not. Your friends and family will have to wait until you get back home to see them.		You are travelling and want to send pho-tos back to your friends and family, what are you going to do? With a laptop you can download your photos and just e-mail your photos to your friends and family.

How Digital Cameras Work

A digital camera is similar to a 35mm camera in the way that it takes pictures. The way a digital camera differs from a 35mm camera is what's inside. When you take a picture on your digital camera the CCD charges up and prepared for the picture to be taken. Once the shutter button is depressed, light enters the camera and strike the CCD. The light is then measured electronically on the CCD and is then sent off to the internal memory of the camera, called the buffer. Once the image information reaches the buffer, it is then compressed (if selected) into JPEG format. The completed image is then transferred to the memory card on the camera. Some cameras will need this process to finish before taking another picture, some cameras have an internal buffer that is large enough to hold a number of pictures, and can therefore take multiple pictures in a row, called burst shooting.

The CCD is made up of millions of tiny sensors that record the amount of light that hits them. The sensors only record the amount of light that hits them, not the color of the light. For the digital camera to detect what color is in each pixel, a color filter is put over the individual sensors

After the light strikes the CCD, the individual sensors convert the amount of light hitting them into an electrical signal, which is originally stored as an analog signal, and is converted to a digital signal by a analog to digital converter (A-D converter).

Each of these sensors represents 1 pixel, and the actual 24 bit color is determined by the average of the pixel and all of it's neighbors. The information on the CCD is then read one horizontal line at a time to the internal memory of the camera, and on their way they pass through the internal filters, such as white balance, color, and aliasing correction. The internal memory then stitches all individual pixels into an image. The image in its uncompressed form is then (if selected), compressed.

After all this happens the image is then saved to the memory media of the camera, whether it be SmartMedia, CompactFlash, Memory Stick, floppy disc or CD.

DIGITAL CAMERAS

THE BASICS

Choosing a Digital Camera—What You Need to Know

Choosing a digital camera doesn't have to be difficult. You just need to understand what you'll be using the camera for and then learn the basics about what makes these incredible image making tools "click". After spending a few minutes on these pages you should be able to wade through the maze of choices and make an informed decision. Of course if you still need more help, feel free to call us and speak to one of our experienced digital camera experts.

Pixels = Resolution

One of today's hottest buzzwords when buying a digital camera is "megapixel"— and for a very good reason. Let us explain. At the heart of every digital camera is the electronic sensor (usually CCD) that records the image. The sensor is composed of thousands of microscopic dots called picture elements, or "pixels" for short ("pix" for picture, "el" for elements). And yes, you guessed it — the more pixels an image has the better its resolution, and the more detail it will have.

Simply put a "megapixel" is a million pixels. A one-megapixel digital camera, at its maximum quality setting, produces images composed of approximately 1,000,000 individual pixels. This is also described by an equation showing the amount of pixels laid out horizontally and vertically on the CCD. For example a camera with 1152 x 864 pixels means it has 995,328 pixels. Similarly, a two-megapixel camera will usually have a spec of 1600 x 1200 (1,920,000 pixels), and so on.

So what is the point of this exercise? Well, resolution is important because to get large images that equal conventional photo print quality you need a certain amount of pixels. Otherwise, you're pictures will become jaggedy and pixelated. So in determining how many pixels you need, you first have to decide what size prints you want to make. The rule of thumb for printing digital images is that you need 300 dpi (dots per inch) for top image quality. So for example, you want to print 5 x 7's you would need something in the area of a 3.3 megapixel camera. Why? Divide for example the 3.2 megapixel (2048 x 1536) resolution of the Canon PowerShot SD100 Digital Elph by 300 (dpi) and you get 7.13 x 5.2. Now of course this is only a rule of thumb. You can easily get away with 240 dpi and a photo-quality inkjet printer. And if you're careful about how you save the image (using TIFF, RAW or low compression JPEG files) you can actually print larger images by increasing the size of the files through software. So depending on your personal standards—what one viewer considers fine, another might find unacceptable.— a good 8 x 10˝ print can come from a two-, three- or four-megapixel file.

Now the other side of this, maybe you just want to take pictures for posting on the web, to put on CDs, or e-mail to friends. There your requirements would be much lower. For the web you only need 72 dpi—a full 75% less resolution than high quality print. So obviously, you'd be able to get away almost exclusively with a 2-megapixel camera. (However you will get much better quality with a camera that offers better optics—even at 72 dpi). And if you want all the options (shoot high and low quality), you should look for a camera that offers several different shooting resolutions. This way you won't lock yourself into shooting 5MB files when all you need is 1MB.

The Lens

When you are in the upper deck of a ballgame, nothing comes in more handy than a good zoom lens. Nine out of ten cameras today come with a zoom, and the only reason not to get a camera with a zoom lens would be cost. So when you look for a camera with a zoom, the only thing you have make sure, is, that the lens is an optical zoom and not a digital zoom. Optical zooms let you change the focal length just like conventional 35mm zoom lenses. A digital zoom though, takes a smaller image captured on the CCD, crops it and then enlarges it (basically by duplicating every pixel). Better digital systems use interpolation, an algorithm that averages two adjoining pixels to create the new extra pixel

Changing Focal Lengths

When looking at a lens' focal length, you should remember that the CCDs in digital cameras are much smaller than a 35mm film frame. 35mm cameras capture light in a frame measuring 24 x 36mm or roughly 1 x 1.5-inches. But CCD chips are much smaller (in some cases 1/3 or 1/2 an inch.) So focal lengths will be much smaller. To help you determine what kind of zoom lens the camera has, most manufacturers (and we have also in this catalog) provide you with the focal length in "35mm equivalent", and that is the length you should go by.

On the flip side of this, putting a 35mm lens on a digital SLR-type camera will also skew the focal length—but this time by multiplying the focal length, usually by a factor of 1.6x. That means a 100mm lens on your 35mm SLR will be 160mm on a Canon EOS 10D.

Getting back to point and shoot type digital cameras, 2x and 3x are the most common optical zoom lenses. A 3X means three times from the widest to the longest lens setting (for example, 35mm to 105mm). Some cameras come with longer lenses, a 10X for example. However, be aware that as the lens gets longer, it gets harder to hold the lens steady enough while the picture is being taken. The camera will have to feature an image stabilization system or you will need a tripod.
The last thing you'll want in a lens is macro (close-up) capability. This is the ability to focus on objects that are very close to the lens. Even with a zoom lens, if you want to take a close-up of an object, and the lens won't focus closer than four feet, you won't be able to fill the frame with a postage stamp. With good macro ability you can literally get within inches of an object— so you can fill the frame with that stamp, coin, bug, etc.

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DIGITAL CAMERAS

THE BASICS

LCD Monitors

Most digital cameras have an LCD display of 1.5 to 2-inches on their back. This is where you playback images (or video) deciding which ones to keep. Some cameras allow the previews to be zoomed in so you can examine images more closely. The LCD monitor is also usually where the camera features and functions are controlled from usually via menus. Some cameras also include an LCD viewfinder although they are not really recommended for sharp focusing. They basically help you frame the shot and maybe help with the colors. It is recommended though, that the camera should also have a conventional optical viewfinder (more expensive models offer true through-the-lens viewfinders), in addition to its LCD monitor. That's because a camera that only offers an LCD monitor requires you to hold it away from yourself to frame a shot possibly causing unsteadiness.

Burst Rate

Burst rate is important in sports or fashion photography where a fast recycle time is essential. Since a digital camera has to actually write an image file every time you take a picture, you usually have between 3-5 seconds of dead time between shots. Higher-end cameras overcome this problem to a certain degree by adding RAM to the camera which acts as a buffer. In this way, you can take several shots before having to wait 10-20 seconds while the images write. (Some professional digital SLRs such as the Nikon D2H or the Canon EOS-1D have very fast refresh rates.

Compression

JPEG (Joint Photographic Experts Group) is the image format most common to digital cameras. It gives dramatically smaller sizes than a full photo file by compressing the information in the file. The other format common to digital cameras is TIFF (Tagged Image File Format), which stores image information as full-sized uncompressed files. A common JPEG of a 3 million pixel image might only be a1MB file, while the equivalent TIFF is about a 9MB file. While any applying any compression will result in some loss of image quality, at low compression it is minimal.

High-end cameras offer RAW option. This is the raw data directly read from the image sensor, with no in-camera processing. The advantage of this is that while RAW is a smaller file size than TIFF, it gives a more accurate representation of image data and image data is recorded over a wider range for deeper color.

ISO Equivalents

Like conventional cameras, where you can select films with different sensitivities to light, most digital cameras offer multiple sensitivity settings ranging from an ISO (International Standards Organization) equivalent of 100 through 400. But for those who work in low-light photography; you'll have to look for cameras that offer higher ISO. However, a similar problem results when doing low-light photography with digital as with film--as you get "grainy" results from shooting with fast ISO films like 800 or 1600, digital cameras get "noise" shooting in high ISO modes.

Storage Capacity

Most cameras today accept removable storage media allowing you to shoot bigger files, and much more of them. Most digital cameras use either SmartMedia or CompactFlash cards (some can accept both) while Sony offers their Memory Stick and the more exotic Mavica CD disc. Like Moore's Law in computers, storage media capacity seems to be doubling every two years while costing half as much. SmartMedia and Memory Sticks are available in 512MB while CompactFlash and IBM's MicroDrive offer over 1GB capacities. Finally, Fuji and Olympus' xD-Picture Cards while offering up to 512MB capacity today—can go up to an amazing 8GB!

Once you've taken your pictures, you'll probably want to download them to your computer for filing, manipulation, mailing or printing. To do this, most cameras come equipped with a USB port allowing fast downloads. But if you have big files and/or shoot a lot of images you'll probably want a Memory Card reader. Available for PCs and Macs with single or dual slots or dual media compatible, with SCSI, USB or Firewire connection, a reader will fly your pictures to the computer about five times faster than by your camera to omputer via USB.

Other Useful Features

Auto Exposure Bracketing (AEB)—This is a must have for professional shooters. AEB mode gives you three different exposures (+1/0/-1) of the same shot—insuring you'll get proper exposure.

Movie Mode—Almost every digital still camera made today offers some kind of movie mode. They run the gamut from 160 x 112 to full VGA 640 x 480 resolution at anywhere from 10 fps (frames per second) to 30 fps. Lengths are anything from 15 second clips to full five minute movies.

Stitch Mode—This is a unique feature to help you shoot multiple images for building a panorama later.

CANON

POWERSHOT A60/A70

2.0- and 3.2-Megapixel Digital Cameras

The PowerShot A60 (2.0-megapixels) and A70 (3.2-megapixels) are ultra-compact AA-battery powered digital cameras that provide numerous high-end features including an aluminum alloy exterior; 3x optical zoom lens, 5-point AiAF autofocus system, enhanced Movie Mode with Sound for clips up to 3-minutes, close focus to 2˝ and a full range of exposure modes including Program, Shutter Priority, Aperture Priority and Manual. And, both the PowerShot A60 and A70 are compatible with the optional WP-DC700 Waterproof Housing good to depths of 130 feet, as well as supplementary wide-angle, telephoto and macro converters for added flexibility.

FEATURES

Megapixel CCDs

◆ With the A60 or A70, spectacular image quality is effortless. Powerful 2- and 3.2-megapixel CCDs ensure vivid, sharply detailed images. Excellent resolution means you can enlarge and crop with confidence. The PowerShot A60/70's megapixel CCDs are also augmented with a primary color filter and adaptive signal processing for outstanding sharpness and color reproduction.

Perfect Autofocus

◆ Easy options for perfect focus via the selectable 5-point AiAF and Single-point AF, the choice is yours! Choose single, center-point AF for the easiest way to sharp focus. Or use the camera's sophisticated 5-point AiAF system that lets you put your subject almost anywhere in the frame. Both systems ensure precise focus in any shooting situation, whether the camera is held horizontally or vertically.

3x Optical Zoom

◆ Both the A60 and the A70 are equipped with a genuine Canon 3x optical zoom lens (equivalent to a 35-105mm in 35mm format) for high-resolution up-close coverage. In addition, the A60 has a 2.5x digital zoom which brings the total zoom to 7.5x, while the A70 has a 3.2x digital zoom for total zooming power of 10x. Zooming on both cameras is quick and seamless for spontaneous shooting.

PowerShot A300

For those who want to get into digital photography, but are on a limited budget, the PowerShot A300 is an entry-level, 3.2-megapixel camera with ample features.

AA battery powered, the camera is equipped with a 33mm fixed focal length all-glass autofocus lens and a 5x digital zoom. It also offers 5-point AiAF and an enhanced Movie Mode feature allowing for up to 3-minutes of video with sound. Photo Effect feature gives you the choice of vivid or neutral color, black & white, sepia or low sharpening. Add 60-second voice memos to your images and for convenience, "My Camera Function" lets you input favorite start-up and sound preferences. Finally, for high quality prints in seconds, you can connect the PowerShot A300 directly to Canon's Card Photo or Bubble Jet Direct Photo printers.

Sleek Looks and Easy Handling

◆ These little cameras pack a world of imaging power and fun in their chic, durable metal bodies. And while they deliver image quality and advanced functionality, they manage to keep it all simple, so anyone can achieve incredible results right away.

◆ With an eye-catching, durable metal body, the A60/A70 have advanced looks to match their advanced capabilities. Yet shooting is so easy, it's fun for anyone. Cross-configured buttons put all the cameras' operations at your fingertips. Switch between shooting and replay with a touch. Access various shooting controls instantly with a new function button. You can even choose the image you see at start-up and the sounds the cameras make for common operations.

Shooting Modes

◆ Getting the perfect shot has never been so easy! Simply choose Landscape, Night Scene, Portrait, Fast Shutter, Slow Shutter or Stitch Assist mode (this mode lets you "sew" pictures together into a single, breath-taking panorama.

◆ When you're ready, manual control over aperture and shutter speed is available.

◆ Capture fabulous images as close as 2˝ in Macro mode.

◆ Finally, a movie mode lets you shoot movies while a built-in speaker clearly records sound. When you replay the movies on the LCD screen, you get VCR-like operations including next frame, previous frame, fast forward and fast reverse. You can even jump to the start or end of a clip and edit out unwanted scenes.

◆ The A60 offers continuous shooting of 2.6 frames per second (2.2 fps on the A70), allowing you to quickly and efficiently capture the action from every angle.

Photo Effects

◆ Give images an unusual and individual look. "Photo Effect Mode" offers B& W, Sepia, Neutral Color, Vivid Color (saturation boosted), and Low Sharpening (produces a mild image) effects at the touch of a button.

Exposure Control

◆ Choice of evaluative light or spot metering. Evaluative measures light across the entire image, spot metering measures light at the center point

◆ Exposure compensation up to +/- 2 stops in 1/3-stop increments

◆ Automatic ISO adjustment based on the brightness of the scene, plus selectable sensitivity settings that correspond to film cameras at ISO 50, 100, 200 or 400.

◆ High-precision Auto White Balance for optimum color temperature plus manual override for various types of light such as daylight, cloudy, tungsten and fluorescent

◆ Fast shutter speed up to 1/2000 second combined with f/4.8 minimum aperture makes them ideal for daylight photography and fast-moving objects.

◆ Real-image type optical zoom viewfinder

Direct Printing—No Computers Necessary

Card Photo Printers

The PowerShot A60 and A70 connect directly to Canon's CP-200 and CP-300 Card Photo Printers letting you produce versatile fun credit card size prints or post card size prints in just three easy steps: connect, select and print. Control the printer right from your camera's LCD monitor. Print dye-sub credit card size or post card size – fast. Bordered and borderless options are available. Available paper types let you create mini or credit card size labels. You can even take the CP-300 printer to a party or an outdoor picnic using the supplied battery.

Bubble Jet Direct Photo Printers

For desktop large-format printing, Canon's Bubble Jet Direct Photo Printers allow you to print directly in one of two ways: plug-in the A60 or A70 using the supplied cable, or simply insert their CF card with the supplied adapter. You can also connect the printer to your computer for more options. Print high resolution borderless images in post card size or 8.5 x 11" size within minutes.

Conveniences

◆ Viewed image can be magnified from 2x to 10x for cropping and editing. Magnified images can be scrolled to view a desired portion.

◆ Built-in flash with Auto, On, Off and Red-Eye reduction modes

◆ 3 resolution (4 on the A70) modes x 3 compression modes let you choose the definition that best meets your needs

◆ USB and Video (NTSC or PAL) interface

◆ Accepts CompactFlash memory cards

◆ They are powered by 4 AA batteries (included). For economy-minded users, optional NiMH batteries and charger kit are also available. Extremely power efficient, capture 500 images with alkaline batteries or 1000 with NiMH batteries.

◆ Energy-saving 1.5˝ LCD with non-reflective coating allows use in bright sunlight.

Kit Includes:
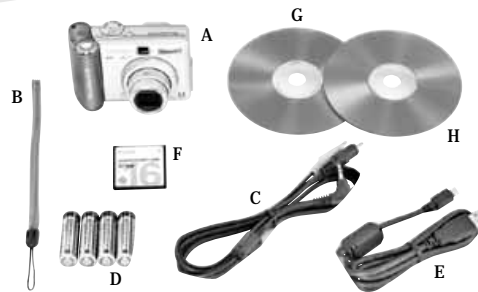
A. PowerShot A70 or A60 Body

B. Wrist Strap WS-200

C. AV Cable AVC-DC100

D. 4 AA-type Alkaline Batteries

E. Interface Cable IFC-300PCU

F. Compact Flash Card CF-16M

G. Digital Camera Solution CD-ROM

H. ArcSoft Camera Suite CD-ROM

CANON

POWERSHOT A80

4.0-Megapixel Digital Camera

The flagship of the PowerShot A-series, the compact but rugged 4.0-megapixel PowerShot A80 combines brilliant image quality, crisp Canon optics, and advanced features including 3X optical zoom, Intelligent Orientation Sensor, selectable 9-point AiAF and Single-Point AF, and 270° Vari-Angle LCD monitor for flexibility, in an affordable and easy-to-use package.

Housed in a durable and compact metal body, the light-weight (8.8 oz.) PowerShot A80 captures up to 2272 x 1704 resolution images with exceptional detail and color fidelity, while Canon's exclusive DIGIC processor improves image quality and increases camera responsiveness and image processing speeds. It is equipped with multiple manual overrides and customizable My Camera function plus Movie Mode (maximum 3 minutes) and voice memos with sound and speaker. It is also the first PowerShot digital camera to support PictBridge, the new standard for high-quality direct printing.

FEATURES

Megapixel Picture Quality

◆ 4.0 megapixel CCD sensor captures images up to 2272 x 1704 pixels with exceptional detail and color fidelity.

◆ DIGIC Imaging Processor revolutionizes how you shoot digital by allowing the camera to process images faster and improving the accuracy of the autofocus. DIGIC also reduces the effects on noise in your images.

◆ iSAPS technology is an entirely new scene-recognition technology developed for digital cameras by Canon. Using an internal database of thousands of different photos, iSAPS works with the fast DIGIC Imaging Processor to improve focus speed and accuracy, as well as exposure and white balance.

3x Optical Lens & 9-Point AiAF

◆ The PowerShot A80 features an original Canon 3x optical zoom (38-114mm equivalent in 35mm) for close-ups that will amaze and inspire. Extremely precise, Canon has engineered the lens to ensure that zooming is fast and continuous, so nothing gets in the way of your picture taking. In addition, there is 3.6x digital zoom for a total zooming range of 11x.

◆ Perfect focus via Single- or 9-point AiAF. Choose single, center-point AF for the easiest way to sharp focus. Or use the camera's sophisticated 9-point AiAF system when subjects are away from center frame. Whatever you choose, you'll get sharply focused shots every time — whether you're holding the camera vertically or horizontally.

PictBridge

◆ In addition to connecting directly to any Canon dye-sub or Bubble Jet Direct compatible printer for fast, high-quality photos, the A80 supports PictBridge, the new standard for high-quality direct printing.

– A step above Canon DirectPrint, the vendor-independent, PictBridge allows digital cameras (and camcorders) to connect directly to any photo printer or other output device (both must be PictBridge compatible) making inter-brand connectivity a reality.

– Since PictBridge is independent of a connection and communications protocol, it can employ existing connections such as USB. Once connected, photo selections and print instructions can be made from the camera's LCD and control buttons.

– With PictBridge compatible cameras like the A80 you can easily print pictures at home, the office or while traveling, with any PictBridge compatible printer.

Intelligent Orientation Sensor

◆ With the Intelligent Orientation Sensor, the A80 can tell if you shot a photo vertically or horizontally. It automatically adjusts AF, AE and white balance and makes sure that photos are oriented correctly when you download them to your computer.

Shoot From Any Angle without Looking Through the Lens

The PowerShot A80 has a 270° Variable-Angle LCD Monitor that gives you even more shooting options. Turn the LCD monitor 180° toward the front of the camera and the A80 displays your choice of a mirror image or a non-reversed image, to give you a true view of your actual shot. Now you can create brilliant pictures, no matter where you're standing.

POWERSHOT A80

Shooting Modes

◆ Auto, Aperture and Shutter Priority, Manual shooting, as well as Landscape, Night Scene, Portrait, Fast Shutter, Slow Shutter and Stitch Assist modes

◆ Macro mode down to 2˝

◆ 320 x 240 or 160 x 120 movie modes (up to three minutes)

◆ Continuous shooting of 2.4 frames per second

Photo Effects

◆ Offers B & W, Sepia, Neutral Color, Vivid Color (saturation boosted), and Low Sharpening (produces a mild image) effects at the touch of a button.

Exposure Control

◆ Choice of evaluative light or spot metering. Evaluative measures light across the entire image, spot metering measures light at the center point

◆ Exposure compensation up to +/- 2 stops in 1/3-stop increments

◆ Automatic ISO plus selectable ISO 50, 100, 200 or 400 equivalent settings

◆ High-precision Auto White Balance for optimum color temperature plus manual override for daylight, cloudy, tungsten and fluorescent lighting.

◆ Built-in flash with Auto, Manual, Red-Eye reduction and slow-sync speed flash mode. Slow-sync is ideal for dramatic sunsets or night-time city scapes.

◆ Fast shutter speed up to 1/2000 second

◆ Real-image type optical zoom viewfinder

◆ Viewed image can be magnified from 2x to 10x for cropping and editing.

◆ 4 resolution modes x 3 compression modes let you choose the definition that best meets your needs

◆ Energy-saving 1.5˝ LCD with non-reflective coating allows use in bright sunlight.

◆ USB and Video (NTSC or PAL) interface

◆ Accepts CompactFlash memory cards

◆ Real-image type optical zoom viewfinder

◆ Powered by 4 AA batteries or optional NiMH batteries and charger kit

Accessories for PowerShot A60/A70/A80

Optional accessories make photography more fun and boost creative possibilities. A full range of Canon accessories are available to extend the capabilities of the A60, A70 and A80. Use the 2.4X telephoto and 0.7X wide-angle lens converter for sharp 252mm telephoto and expansive 24.5mm wide-angle shots (LA-DC52 lens adapter required). A Close-up lens lets you focus close for detailed images of plants, coins, stamps, insects, etc. Finally, a waterproof case, rated up to 130-feet with anti-fogging technology, lets you capture and share all your underwater adventures.

**52mm Close-up Lens
250D** (A60/A70/A80)

**2.4X Tele Conversion Lens
TC-DC52** (A60/A70)
TC-DC52A (A80)

**Deluxe Soft Case
PSC60** (A60/A70/A80)

**Battery & Charger Kit
CBK100** (A60/A70/A80)

**0.7X Wide Conversion Lens
WC-DC52** (A60/A70/A80)

Waterproof Case

Take the camera safely out to sea in a boat, on a surfboard, in a kayak...or up to 130 ft. beneath the surface.

WP-DC700 (A60/A70)
WP-DC900 (A80)

**Lens Adapter
LA-DC52C** (A60/A70)
LA-DC52D (A80)

**AC Adapter Kit
ACK600** (A60/A70/A80)

Tele Conversion Lens *TC-DC52* **99.95**

Tele Conversion Lens *TC-DC52A* **99.95**

Wide Conversion *WC-DC52* **89.95**

Lens Adapter *LA-DC52C* **18.95**

Lens Adapter *LA-DC52D* **18.95**

52mm Close-up Lens *250D* **69.95**

Deluxe Soft Case *PSC60* **9.95**

AC Adapter Kit *ACK600*.......................**54.95**

Battery & Charger Kit *CBK100*
Includes 4 NiMH rechargeable batteries and a charger. Can recharge two batteries in 110 minutes, four batteries in 220 minutes.................................**34.95**

Waterproof Cases: Include neck strap, silicone grease for waterproof seal

WP-DC700..**179.95**

WP-DC900..**179.95**

CANON

POWERSHOT SD100

3.2-Megapixel Digital 'Elph' Camera

The first Canon digital camera to exclusively record all images to a Secure Digital (SD) Memory card, the PowerShot SD100 digital camera represents the ultimate in portability, durability and elegance. Ultra-compact with a white-platinum finish crafted in stainless steel, the SD100's size was made possible through the process of miniaturization, beginning with a new optical zoom lens design so small it can literally hide under a U.S. dime, to the extremely small built-in flash unit, a new condensed battery and use of the SD media format.

Measuring just 3.4 x 2.2 x 0.9˝ (WxHxD) and weighing only 5.8 oz. (without batteries), the PowerShot SD100 features the world's smallest retractable 2x optical zoom lens.

When retracted, the f2.8 - f3.9 lens measures a mere 17.9mm in length, almost the same as the diameter of a U.S. dime and 20% shorter than 2x zoom lenses used in previous Digital ELPH cameras. Also, it offers a 3.2x digital zoom to achieve a 6.4x combined zoom. Additional features include Canon's DIGIC and iSAPS Technology, 9-point AiAF autofocus system, which makes focusing quick and easy, even with off-center subjects, and the ability to capture up to three minutes of 640 x 480 pixel video.

FEATURES

High Quality CCD/Lens

◆ 3.2-megapixel CCD offers the superior resolution (up to 2048 x 1536) needed to create images of extraordinary depth, detail and brilliance.

◆ 3.2x digital zoom combines with the 35-70mm (35mm equivalent) 2x optical zoom for seamless 6.4x zoom power.

◆ As pixel counts go up, lens quality becomes crucial to image quality. Canon's expertise in advanced optical and glass-molding technologies allows aspherical lenses to be incorporated in the zoom, delivering small size and image sharpness not possible with conventional lenses.

◆ 9-point AiAF allows you to frame shots without being constrained by the subject's position. The single center point AF setting accurately pulls the shot into focus - even when the subject is off-center.

◆ Uses the incredibly tiny SD memory cards. Get expanded capacity and high writing speed from a memory card the size of a postage stamp.

Exposure Control

◆ Choice of evaluative light, center-weighted or spot metering. Exposure compensation of ±2 stops in 1/3-stop increments

◆ Automatic ISO plus selectable ISO 50, 100, 200 or 400 equivalent settings

◆ Precision Auto White Balance for optimum color temperature plus manual settings for daylight, cloudy, tungsten, fluorescent, fluorescent H, and custom white balance.

◆ Built-in flash with Auto, Manual, Red-Eye reduction and slow-sync speed flash mode. Slow-sync is ideal for dramatic sunsets or night-time cityscapes.

◆ Shutter speeds from 1/1500 to 15 seconds (with Noise Reduction mode).

◆ Continuous shooting of up to 2.2 frames per second at maximum resolution.

◆ Photo Effects offer Low Sharpening to reduce edge emphasis, Vivid Color to highlight contrast and definition, Neutral for a subdued shot, Sepia for a historical feel, and true, sharp-contrast B&W.

High Performance

◆ Intelligent Orientation Sensor automatically "reads" the vertical or horizontal orientation of each image, and adjusts the autofocus, exposure and white balance accordingly. It then displays it "right side up" during playback.

◆ Record VGA-size (640 x 480) movies with audio for up to 30 seconds, and 320 x 240, 160 x 120 clips for up to 3 minutes. FF, REW and single frame viewing is available as well as basic editing capability.

◆ Real-image type optical zoom viewfinder and energy-saving 1.5˝ LCD with non-reflective coating for use in bright sunlight. Viewed image can be magnified from 2x to 10x for cropping and editing.

◆ Connects directly to Canon CP-200 or CP-300 Card Photo or Bubble Jet Direct compatible printers for high-quality prints at the touch of a button.

◆ PTP compatible, so no additional drivers are needed when workng and printing with Windows XP or Mac OS X.

CANON

POWERSHOT SD100

SD100 Includes

The SD100 includes USB and A/V cables, 16MB SD memory card, NB-3L Battery, CB-2LU Battery Charger and wrist strap. Also includes Canon's ZoomBrowser EX (Win), ImageBrowser (Mac), PhotoRecord, PhotoStitch and RemoteCapture software. For more advanced photo and video manipulation, Arcsoft's PhotoImpression and VideoImpression are included.

Optional Accessories

NB-3L

PSC-50   CB-2LU
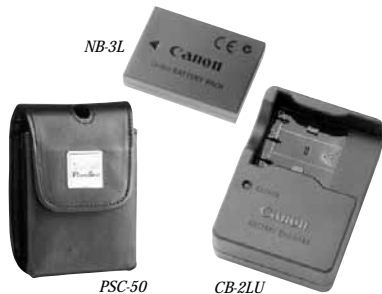
NB-3L Battery Pack 49.95
CB-2LU Battery Charger 39.95
ACK900 AC Adapter Kit 59.95
PSC-50 Soft Leather Case............14.95

WP-DC 10
Underwater Housing

Certified to depths of 130´, the housing is equipped with a flash diffusion plate for softer, more evenly illuminated light and the front lens glass is constructed in two separate layers to prevent fogging when submerged under water **179.95**

NEW! POWERSHOT SD10

Ultra-Compact 4-Megapixel Digital Elph

Available in four colors (Pearl White, Classic Bronze, Platinum Silver and Piano Black) the 4-megapixel SD10 features an ultra-compact metal body, DiGIC circuitry, a fixed focal length lens, uses SD cards for storage, and lets you record up to 180 second video clips. Undeniably chic, the take anywhere PowerShot SD10 (half the size of many mobile phones and weighing just 100g) also includes a 32MB SD memory card, 5.7x digital zoom and offers PictBridge support, allowing direct connection to any compatible photo printer. They can also be directly connected to Canon's battery powered Card Photo Printer CP-300 for instant, portable lab-quality prints — anywhere, anytime. The optional AW-DC10 all-weather case—submersible to 10´ - is available for beach use, water skiing, snorkeling and surfing.

◆ Placed in a purse or stashed in a clutch, nestled in a breast pocket or tucked in a tux, the PowerShot SD10 sets the fashion scene for imaging excellence and stylish elegance. Weighing just 3.5 ounces and measuring a scant 3.6 x 1.9 x 0.7˝, the the SD10 debuts as the world's smallest 4-megapixel digital cameras.

◆ Despite its diminutive size, the SD10 camera's high-resolution four-megapixel CCD captures brilliant images and then - thanks to Canon's exclusive DIGIC (Digital Imaging Integrated Circuit) Imaging Processor - takes image quality to a new level.

◆ Feature a high-quality four-element 6.4mm (equivalent to 39mm in 35mm format) f/2.8 single focal length lens and a 5.7x digital zoom. The camera also features an easy to read 1.5˝ color LCD Monitor, and TTL 5-point AiAF autofocus. Shutter speeds range from 15 to 1/1500 of a second and there are 6 white balance modes including Auto, Daylight, Cloudy, Tungsten, Fluorescent and Fluorescent H settings.

◆ Built-in flash with auto/on/off and slow sync operation modes. Red-eye reduction is also available in Auto mode.

◆ Three new camera settings: Super Macro mode supports auto-focusing on subjects as close as 1.2˝ from the tip of the lens, resulting in impressive close-ups; Quick Shot mode reduces the time lag between pressing the shutter button and starting the exposure, thus improving the SD10 cameras' ability to capture spontaneous moments; and a new Clock Display mode shows year/month/day and hour/minute/second displays in Shooting Mode by pressing two buttons at once.

◆ In addition to Direct Printing and PictBridge, the SD10 supports Exif Print ensuring the photos you print will look true to life, and DPOF 1.1 (Digital Print Order Format), allowing you to specify the images to be printed or execute batch printing of selected images.

CANON

POWERSHOT S400

4-Megapixel Digital 'Elph' Camera

The PowerShot S400 Digital Elph is the world's smallest 4-megapixel digital camera with a 3x optical zoom (3.6x digital/11x combined) lens. When powered down, the lens is safely tucked away inside of the highly durable stainless steel body that measures just 3.4 x 2.2 x 1.1˝. This is truly a "pocket size" camera and at a scant 6.5 ounces, it's the lightest Digital ELPH yet. The camera offers a stainless steel body with a new super hard Cerabrite finish to guard against scratching; 9-point AiAF autofocus system that makes focusing quick and easy; Movie Mode; and Direct Print capabilities with Canon's CP-200 and CP-300 Card Printers (dye-sub) or Bubble Jet Direct printers.

FEATURES

Superb Image Quality

◆ 4.0-megapixel CCD (up to 2272 x 1704), lets you print up to 11 x 14˝ with plenty of fine detail and stunning results.

◆ Auto noise reduction with 1.3 sec or longer shutter speeds for a noticeable upgrade in clarity. And a perfectly round aperture makes the background blur pleasingly out of focus, for results that are even more professional looking.

◆ DIGIC Imaging Processor revolutionizes how you shoot digital by allowing the camera to process images faster and improving the accuracy of the autofocus.

◆ iSAPS technology is an entirely new scene-recognition technology developed for digital cameras by Canon. Using an internal database of thousands of different photos, iSAPS works with the fast DIGIC Imaging Processor to improve focus speed and accuracy, as well as exposure and white balance.

3x Optical/3.6x Digital Zoom

◆ Whatever your subject—landscape, portrait, spur-of-the-moment snap, you'll capture it with the PowerShot S400's 3x optical zoom lens. Incredibly compact yet powerful, the retractable, high resolution 7.4-22mm lens (36-108mm equivalent in 35mm) is perfectly complemented by the 3.6x digital zoom (11x total zoom).

◆ Choose single, center-point AF for the easiest way to sharp focus. Or use the sophisticated 9-point AiAF system when subjects are away from center frame. Whichever you use, you get razor sharp shots every time — whether you're holding the camera vertically or horizontally.

◆ Intelligent Orientation Sensor knows whether your images were shot horizontally or vertically. It then adjusts AF, AE, and white balance accordingly and automatically rotates your images to the right position for viewing during playback.

High Performance

◆ Amazing 1.1˝ depth and low-weight (6.5 oz.) is achieved using state-of-the-art, ultra high-density mounting technology.

◆ Offers fast start-up, zooming, image scrolling, image magnification and high-speed fast forwarding during playback

◆ The camera also eliminate the time lag, creating LCD and viewfinder images that resize right along with the zoom

◆ Continuous shooting of up to 2.5 frames per second at maximum resolution. The interval between shots in single frame mode is only 1.5seconds

◆ Nine image quality (3 resolution x 3 compression) modes let you choose the level of definition that best meets your needs including on-screen applications, such as web sites and CD-ROMs

◆ Shooting modes include Auto, Manual, and Stitch Assist for lining up panoramas.

◆ Photo Effect mode offers Low Sharpening to reduce edge emphasis, Vivid Color to highlight contrast and definition, Neutral for a subdued shot, Sepia for a historical feel, and true, sharp-contrast B&W. These tools can also be applied to movie clips.

WP-DC800 Waterproof Case

This terrific option is water-resistant and can withstand pressure up to 130˝. It's great for diving enthusiasts and foul weather fans. Best of all, the camera is still a snap to use—even in the housing.

CANON

POWERSHOT S400

Exposure

◆ Automatic white balance plus preset modes (daylight, cloudy, tungsten and fluorescent, fluorescent H) and custom white balance.

◆ Shutter speeds from 1/2000 to 15 sec.

◆ Built-in multi-mode flash (Auto, Manual, Fill-in, Red-Eye Reduction and slow-sync speed). Slow-sync is ideal for dramatic sunsets or sparkling night-time cityscapes.

◆ ±2 EV exposure compensation is available in 1/3-stop increments, plus automatic exposure bracketing which captures three exposures (normal, over, underexposed by 1/3 stop) with a single click.

Conveniences

◆ Uses CompactFlash CF cards l

◆ Features such as flash mode setting, self-timer, continuous shooting, and macro focus are readily available at the push of a button.

◆ Image playback is easier with a zoom feature that enlarges shots on the 1.5˝ LCD monitor up to 10x in three gradations or a continuous zoom. You can even scroll around the magnification to view a particular area of your image.

◆ The Powershot S400 can record movies with sound in QVGA (320 x 240 pixels) and Q2VGA (160 x 120 pixels) at 15 frames per second. Up to 3 minute clips is possible in either resolution.

◆ Voice Memo allows users to add up to 60 seconds of sound annotation to any captured image on the camera's CF card.

Optional Accessories

NB-1LH *(CANB1LH)*
Lithium Battery Pack (repl.) **44.95**

CB-2LS *(CACB2LS)*
Charger for the NB-1LH (repl.) **39.95**

ACK-500 *(CAACK500)*
AC Adapter Kit......................................**59.95**

CBC-NB1 *(CACBCNB1)*
DC Car Charger for NB-1LH **49.95**

WP-DC800 *(CAWPDC800)*
Waterproof Case **169.95**

Direct Printing—No Computers Necessary

Bubble Jet Direct Photo Printers

For desktop large-format printing, Canon's Bubble Jet Direct Photo Printers allow you to print directly in one of two ways: plug-in the PowerShot S400 using the supplied cable, or simply insert the CF card with the supplied adapter. You can also connect the printer to your computer for more options. Print high resolution borderless images in post card size or 8.5 x 11˝ within minutes.

Card Photo Printers

The PowerShot S400 also connects directly to Canon's CP-200 and CP-300 Card Photo Printers letting you produce versatile fun credit card size prints or post card size prints in just three easy steps: connect, select and print. Control the printer right from your camera's LCD monitor. Print dye-sub credit card size or post card size – fast. Bordered and borderless options are available. Available paper types let you create mini or credit card size labels. You can even take the CP-300 printer to a party or an outdoor picnic using the supplied battery.

PowerShot S400
SYSTEM CHART
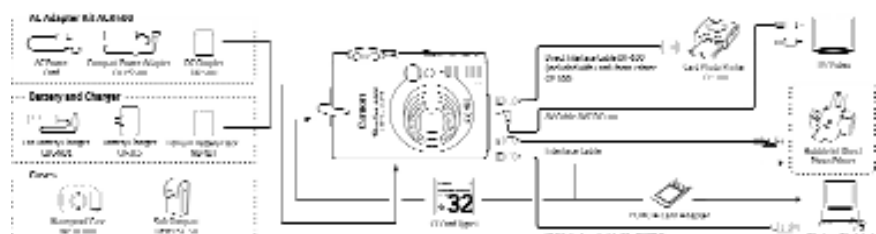
Kit Includes:
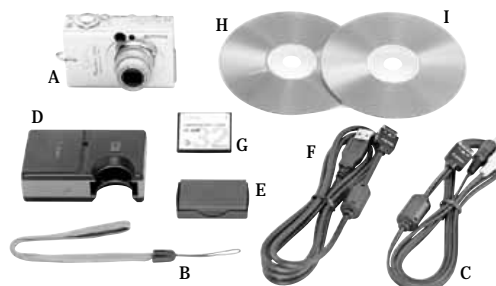
A. PowerShot S400 Body
B. Wrist Strap WS-300
C. Interface Cable IFC-300PCU
D. AV Cable AVC-DC100
E. Digital Camera Solution CD-ROM
F. ArcSoft Camera Suite CD-ROM
G. Battery Charger CB-2LS
H. Battery Pack NB-1LH
I. CompactFlash Card FC-32M

CANON

POWERSHOT S50

5-Megapixel Digital Cameras

Incredibly small and compact, the PowerShot S50 is a sophisticated collaboration of modern design and state-of-the-art technology that features a high-resolution 3x f/2.8 optical zoom lens together with a compact, black brushed aluminum alloy exterior. In addition, the S50 includes Canon's exclusive DIGIC Imaging Processor with iSAPS technology to provide enhanced image quality and increased processing speed. Features include a 9-Point AiAF autofocus system for faster and easier focusing, real-image optical zoom viewfinder, wide sensitivity range, automatic exposure bracketing, voice memo, histogram display of exposure, and high-speed shooting. There is also a 9-position White Balance; selectable metering modes for precise exposure in almost any shooting condition; selectable Second-Curtain sync flash; Movie Mode that captures clips up to 3 minutes apiece with sound; and Direct Print capabilities with Canon's Card Printers and several Canon Bubble Jet Direct printers.

FEATURES

Megapixel CCDs

◆ Equipped with a 5 -megapixel CCD, the PowerShot S50 provides up to 2592 x 1944 resolution for sharp prints up to 16 x 20˝. In addition, a primary filter brings all that detail to luminous life, with true, vibrant color in a vast tonal range.

3x Optical Zoom Lens

◆ High-quality 3x optical zoom lens, the equivalent of 35 -105mm in 35mm format is well-suited for a wide range of picture-taking, from landscape to snapshots. In addition the iris-type aperture provides a smooth, pleasing background blur in shots with limited depth-of-field

◆ For those who want to get even closer, the PowerShot S50 offers a 4x digital zoom (12x total), In macro mode you can get as close as 4˝

Advanced Focusing

◆ Concentrate on other things while the camera automatically handles the focus. Use the wide-area 9-point AiAF system to automatically select the focus point or (multiple points) virtually anywhere in the frame. Even choose the best of both worlds: with FlexiZone AF/AE, you can select a position for focus while in regular AF mode, without reframing the shot.

RAW Mode

◆ In addition to JPEG compression settings, the camera can record full resolution images as CCD RAW files. This preserves maximum image quality, since data is recorded to the memory card directly from the CCD without degradation.

◆ RAW mode lets you adjust image quality parameters such as bit depth, white balance, contrast, sharpness, and color saturation, which can then be applied to the RAW data with Canon's bundled software

Three Metering Systems

◆ Select from three exposure modes:

—Spot metering allows you to highlight a specific portion of the image

—Center- weighted average metering measures light over the entire image, and weighs the sensitivity according to each area's proximity to the center, emphasizing the central subject

—Evaluation metering divides the whole screen into blocks that are individually evaluated and assigned the best possible exposure based on several factors, including background, proximity to subject and back or front lighting

◆ ISO equivalent settings of 50, 100, 200 and 400 are available.

Exposure Control

◆ Shutter speeds from 15 to 1/1500 of a second, let you capture everything from dim indoor lighting to the fastest action

◆ ±2 EV exposure compensation in 1/3-stop increments, plus automatic exposure bracketing (normal, over, underexposed by 1/3 stop) with a single click.

◆ Ideal auto exposure and flash settings can also be locked in before shooting with AE Lock and AF Lock.

◆ Auto white balance plus preset modes (daylight, cloudy, tungsten, fluorescent, fluorescent H and flash). There is also a custom mode.

High Performance

◆ Uses CompactFlash Type I/II cards and IBM Microdrives to store images

◆ Color effect settings let you set color on a shot-by-shot basis. Includes Vivid Color (adds saturation), Neutral Color (reduces color intensity), Sepia and B&W.

◆ Built-in multi-mode flash (Auto, Manual, Fill-in and slow-sync speed flash mode). Slow-sync is ideal for dramatic sunsets or sparkling night-time cityscapes.

◆ Movie Mode lets you record 320 x 240 QVGA movies at 15 fps with sound for 30 seconds, or 160 x 120 for up to 2 minutes.

CANON

POWERSHOT S50

Continuous Shooting

◆ In high speed mode the S50 can record 5 successive images at 2.5 fps, and 9 images at 1.5 fps in standard mode

◆ For added convenience it offers 2- and 10-second self-timer modes.

Exposure Modes

◆ Features Program AE, Shutter Priority, Aperture Priority and Manual mode with LCD screen metering readout as well a variety of shooting modes for added convenience:

—Auto mode sets all parameters for you

—Portrait mode automatically sets a larger aperture to achieve minimum depth-of-field for a blurred background.

—Landscape mode sets the optimum aperture for expanded depth-of-field from foreground to background while continuing to focus on the main subject.

—Night Scene mode properly exposes the foreground subject with flash and sets a slow shutter speed for correct exposure of illuminated backgrounds.

—High-speed shutter mode sets the correct shutter speed to stop the action of the fastest moving subjects or objects.

—Slow shutter mode (as slow as 15 sec.) sets the correct shutter speed to capture the motion of moving objects and give images a dramatic blur effect. Also convenient for low light situations.

Conveniences

◆ Add "captions" to images with recorded voice memos up to a minute long. While viewing each shot in replay mode, you can record any comments.

◆ Customize the sound made for startup, shutter, self-timer and other operations.

◆ Setup function in 12 languages makes life easy for as many people as possible.

◆ Manual focus is made easier by displaying a numerically indexed distance scale on the LCD monitor. Additionally, the portion of the image covered by the active focusing point is digitally enlarged to ensure maximum focusing precision.

◆ Great-looking sliding lens cover allows you to switch instantly between shooting, playback and power off modes.

DiG!C and iSAPS Technology

◆ Proprietary DIGIC (Digital Imaging Integrated Circuit) image processor combines the jobs of image processing and camera function control into one chip. Because it was specifically designed for use in digital cameras, it is also capable of handling JPEG compression/expansion; memory card control; LCD/Video control and processing; gain control (control of CCD signal amplification); Auto Exposure; Auto Focus; Auto White Balance control and most other functions of the camera. The result is a product that offers faster and more powerful auto focus than ever before, faster image processing, longer battery life, and the ability to record three-minute movie clips with sound.

◆ DIGIC's high-speed processing enables Canon's exclusive iSAPS (an acronym for Intelligent Scene Analysis based on Photographic Space) technology that improves picture quality by "predicting" certain camera settings like focusing distance, exposure and optimum white balance based on zoom focal length, overall light level and tonal distribution data. With iSAPS, the PowerShot S50 can analyze a scene just before the image is made and in doing so, increase the speed and precision of the camera's autofocus, auto exposure and auto white balance. The result is high-quality images and fast response to help capture the "decisive moment."

Take Full Control

When you want it, the camera hands you complete creative control. You'll find white balance presets with 2 positions for custom settings, exposure and focus bracketing, manual focus and AF Lock, aperture and shutter speed priority, AE Lock, ±exposure compensation, full manual exposure control and ISO-equivalent sensitivity.

Also capable of displaying a histogram of the image on the LCD monitor. This allows you to check the overall exposure of each photo. Plus, if any portion of the photo is grossly overexposed, warning signals are displayed.

DirectPrint

Connect directly to Canon's CP-200 and CP-300 Card Photo Printers to produce credit card or post card size prints in three easy steps: connect, select and print. Control the printer right from your camera's LCD monitor. Bordered and borderless options are available. For large-format printing, Canon's Bubble Jet Direct Photo Printers let you print directly via the supplied cable, or by inserting the CF memory card with the supplied adapter. Print high resolution borderless images in post card size or 8.5 x 11˝ size in minutes.

Supplied and Optional Accessories

Includes NB-2L Lithium-Ion Battery Pack, CB-2LT Battery Charger, 32MB CompactFlash Card, USB and AV Cables, Strap, Canon Digital Camera Solution Disk and ArcSoft Camera Suite for Mac/PC.

PSC-30 ▶

CB-2LT ▼

ACK-700 *(CAACK700)*
AC adapter kit..........................**49.95**

NB-2L *(CANB2L)*
Lithium battery pack (repl.) ..**49.95**

CB-2LT *(CACB2LT)*
Battery charger for the NB-2L (replacement) **39.95**

WP-DC300 *(CAWPDC300)*
Waterproof housing...........**169.95**

PSC-30 *(CAPSC30)*
Soft leather camera case....**18.95**

CANON

POWERSHOT G5

5-Megapixel Digital Camera

Canon's top-of-the-line PowerShot, the G5 is a stunning combination of resolution, speed and control, all housed in a rugged but elegant black body. The PowerShot G5 features 5-megapixel CCD resolution (2592 x 1944 pixels) with exceptional detail and color fidelity. fidelity. It has a fast, high resolution 4x optical zoom lens with iris-type aperture and User-operated, multi-stop control for spectacular depth of field, or elegant blur. Perfect focus, exposure, and color are achieved quickly with the combination of Canon's exclusive DIGIC imaging processor with iSAPS technology, an Intelligent Orientation Sensor, and the use of primary color filters.

A Wide-Area FlexiZone AF/AE system allow you to focus on off-center subjects without repositioning the camera, while 12 EOS System-based shooting modes and a host of automatic and manual functions ensure you the perfect shot every time— no matter what your shooting style. The PowerShot G5 also has a 270° Swivel LCD, Vari-Angle monitor, ergonomic hand grip and an EOS-style control layout for easier handling. For image storage, the camera uses Compact Flash cards including IBM's Microdrives and is compatible with Canon EX-series Speedlites, as well as a variety of Canon supplementary lenses.

FEATURES

5-Megapixel CCD

◆ Massive 5-megapixel CCD sensor allows you to produce high-resolution images up to 2,592 x 1,944 pixels with exceptional detail and fidelity for stunning clarity and color in even your biggest enlargements. In addition, primary color filters are used to reduce noise while enhancing the natural colors of the scene photographed.

4x Optical/16x Digital Zoom

◆ At the heart of the PowerShot G5 is Canon's powerful 4x, all-glass zoom lens. With a 35mm equivalent range of 35-140mm, a large maximum aperture of f/2.0-3.0, and macro focusing down to 2 in., there's virtually nothing this lens can't do. A 4x digital zoom extends the telephoto capabilities even further, effectively making it a 16x zoom.

RAW Mode

◆ In addition to JPEG compression settings, the G5 can record full resolution images as CCD RAW files. This preserves maximum image quality, since data is recorded to the memory card directly from the CCD without degradation.

White Balance & ISO Control

◆ To ensure the perfect exposure in any situation, the PowerShot G5 offers the characteristics of virtually every type of film in traditional photography. With 9 white balance settings (automatic, six preset, and two custom) it can adjust for almost any lighting condition. It also offers a choice of ISO ratings (Auto, 50, 100, 200, or 400) to best suit conditions at hand. A neutral density filter setting allows for slower shutter speeds in extremely bright situations. Long-exposure noise reduction is automatically applied to images 1.3 seconds or longer.

◆ White balance settings include auto, daylight, cloudy, tungsten and fluorescent (Fluorescent H or flash) settings. "Fluorescent H" offers a better match for daylight-type fluorescent lights, while "flash" is optimized for the color temperature of flash pictures.

DIGIC Imaging Processor and iSAPS Technology
Canon Technology for High Quality Images

Canon's proprietary DIGIC (Digital Imaging Integrated Circuit) image processor combines image processing and camera function control into one chip. And since it was designed for digital cameras, it also handles JPEG compression/expansion; memory card control; LCD/Video control and processing; gain control (control of CCD signal amplification); Auto Exposure/Focus;/White Balance control and most other functions of the camera. The result is faster and more powerful auto focus, faster image processing, longer battery life, and the ability to record 3-minute movie clips with sound.

The DIGIC chip's high-speed processing enables Canon's exclusive iSAPS (Intelligent Scene Analysis based on Photographic Space) technology to improve picture quality by "predicting" certain camera settings like focusing distance, exposure and optimum white balance based on zoom focal length, overall light level and tonal distribution data. With iSAPS, the PowerShot G5 can analyze a scene just before the image is made and in doing so, increase the speed and precision of the camera's autofocus, auto exposure and auto white balance.

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POWERSHOT G5

Advanced Autofocus

◆ The G5 offers two choices for autofocus: use Canon's FlexiZone AF to move the focus point almost anywhere in the frame, or lock it at the center. Either way, you get precise, tack-sharp focus, from close-ups to scenics. There's also a continuous AF setting – leaves the AF active any time the camera is on – and single AF, which updates focus when the shutter button is pressed halfway.

◆ For macro photography, the camera can autofocus down to 2.˝ at the wide end of the lens and 6˝ at telephoto. The vari-angle LCD monitor makes framing close up shots easier.

◆ AE/AF Lock allows you to lock in the focus point and exposure for a specific area of a scene, then recompose and shoot without losing the settings

◆ Focus bracketing captures shots with the focus positioned at, behind and in front of the current position. Ideal for macro photography.

Three Metering Systems

◆ The PowerShot G5 gives you a choice of three light metering systems.

—Canon's sophisticated Evaluative metering reads tens of thousands of separate areas of the full image, and is the ideal metering choice for most situations.

—There's also full-area Center- weighted metering, which is perfect for shooters who prefer to dial in their own exposure compensation.

—Finally, for the utmost precision, there's Spot metering – which can measure a tiny area either at the center of the image, or can be linked to the AF point if it's off-center.

◆ Also feature Auto Exposure Bracketing (AEB) whereby the camera records a series of three bracketed exposures (normal, over, and under). The bracketing can be up to +/-2EV in 1/3-stop increments from the initial automatic setting.

Flash

◆ Built-in flash offers 15´ range with five shooting modes: Auto, Red-Eye Reduction On/Off, Slow-Sync, Flash On, Flash Off.

◆ Flash Exposure Compensation lets you intentionally and independently adjust flash illumination to fine-tune lighting ratios between subject and background in fill-flash situations

◆ Because the built-in flash is somewhat limited, an external hot-sync connection, compatible with Canon's EX-series Speedlites is also provided. This allows longer range and greater control of lighting.

◆ Choose a second-curtain sync flash option with or without an external flash. You can also set flash output manually (1/3-stop intervals from full exposure to -4 stops) with external flashes and (weak, medium, strong) the built-in flash.

◆ At the top-right is the G5's light guide flash, originally introduced on the G3. The light guide design prevents the wasting of flash power that is common on "regular" flashes by better focusing the light. The working range of the flash is 0.7 - 5.0 m at wide-angle, and 0.7 - 4.0 m at telephoto.

Photo Effect Mode

Color saturation is altered to create 5 settings in any shooting mode. Plus Photo Effects can be used in any exposure mode—not just in manual mode:

Photo Effect	Effect
Vivid Color	Yields vibrant shots with dramatic high-contrast
Neutral Color	Produces images of subtle, elegant tonality
Low Sharpening	Softens the image to create a soft-focus filter effect
Sepia	Recreates the look of vintage photographs
Black & White	Delivers enhanced clarity, especially useful when shooting text

Vari-Angle LCD Monitor

At every step,you know exactly what your PowerShot G5 sees and how it sees it. The image in the LCD monitor is true, bright, clear and colorful, and contained within a 1.8˝ frame. The vari-angle monitor lets you compose shots at a wide variety of angles: directly overhead, on the ground, or at waist level. The LCD monitor also provides a convenient location for the G5's advanced GUI which clearly shows you the camera's status and settings. The interface even allows you to choose one of 12 languages for your setup guide.

◆ The G5 can also display a histogram of the photo image on the LCD monitor. The histogram is a graph with the horizontal axis representing "brightness" and the vertical axis depicting the cumulative number of pixels that have that brightness. It allows you to check the overall exposure of each photo, and if any portion of the photo is grossly overexposed, warning signals are displayed.

CANON

POWERSHOT G5

12 Shooting Modes

C1 C2 Custom Mode: You control and store all settings for preferred effects.

Manual: The user has complete control of aperture and shutter speed.

Aperture Priority: You set the aperture, controlling depth of field. The camera selects shutter speed.

Shutter Speed Priority: You selects the shutter speed. Canon's noise reduction system makes a very slow speed possible.

Program: You set almost all parameters; the camera sets the aperture and shutter

Auto: The camera sets all parameters

Portrait: The camera selects a larger aperture, focusing the subject,blurring the background.

**Landscape:** The camera opts for a smaller aperture.

Night Scene: Background exposure and slow-sync flash for night scene or sunset.

Stitch Assist: Precise combination of images for a panoramic effect.

Movie: Record VGA (320 x 240) or QQVGA (160 x 120) movie clips with audio at 15 frames-per-second for up to three minutes. Unwanted scenes can be deleted in playback mode.

Intelligent Orientation Sensor

◆ Intelligent Orientation Sensor knows when a picture is shot horizontally or vertically. The camera's automatic exposure and white balance systems can then recognize and properly compensate. Date will also accurately inserted.

Horizontal

Vertical
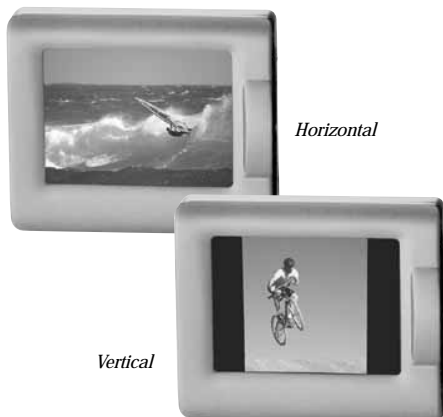
CONNECTIVITY

DIRECT PRINTING

The PowerShot G5 is capable of direct printing with a number of Canon Photo Printers. In conjunction with Card Photo Printers and Canon Bubble Jet Direct Photo Printers, the PowerShot G5 can provide professional quality prints without a computer.

Conveniences

◆ The G5's design encourages instinctive shooting. Controls are logical and easy to find. The Main Dial and Mode Dial are stacked together. Power On/Off, playback and PC mode settings are on the lower dial, shooting modes on the upper

◆ To better accommodate photographers, the camera's optical viewfinder enables dioptric correction to suit an individual user's eyesight.

◆ Shutter sound adjustable from silent to loud in five steps, gives you the familiar feeling of a film-based camera. Customize the sound made for startup, self-timer and other operations as well.

◆ Add a voice memo up to 60 seconds to any image while viewing in play mode.

◆ The camera's exterior shape gives a firm, solid hand hold. With the camera in shooting position, you have a steady and comfortable grip for framing your shot

◆ One-touch Reset makes it easy to return to default conditions—no matter how may manual adjustments and settings have been made.

◆ Video output (NTSC or PAL) lets you connect the camera to a video monitor or TV for immediate playback of images.

◆ Command many functions with the supplied wireless controller. Want to take self-portraits? Turn the LCD monitor to the front of the camera, set the self-timer and use the supplied wireless controller to zoom in and out.

Kit Includes:

A. PowerShot G5 Body

B. Compact Power Adapter CA-560

C. Neck Strap NS-DC2

D. Lens Cap

E. Battery Pack BP-511

F. CompactFlash Card FC-32M

G. Wireless Controller WL-DC100

H. Digital Camera Solution CD-ROM

I. ArcSoft Camera Suite CD-ROM

J. Interface Cable IFC-300PCU

K. AV Cable AVC-DC100

High Performance

◆ Incredibly fast, the G5 feels more like a film-based camera than a digital camera. A high-speed IC combines with the camera's buffer memory to allow shots at 1.6-second intervals in single frame mode for up to 9 frames in Large/Fine mode. In addition, you can shoot up to 5 high-quality images at 2.5 images per second in High-Speed Continuous Mode.

◆ Moreover, basic functions such as camera startup, high speed playback search, image enlargement, and scrolling, which normally require a lot of processing time, happen very quickly with the G5.

◆ Manual focus is made easier by displaying a numerically indexed distance scale on the LCD monitor. Additionally, the portion of the image covered by the active focusing point is digitally enlarged during manual focusing to ensure maximum focusing precision.

◆ Built-in ND (Neutral Density) filter can be used to create slow-shutter blur effects and allow flash use at macro distances without fear or overexposure.

◆ Built-in intervalometer lets you program the camera to shoot 2-to-100 frames at intervals from 1-60 minutes (total time elapse of 100 hundred hours.

◆ Store images including those recorded in RAW mode on CompactFlash (CF) Type I/II cards or IBM MicroDrives.

◆ The camera comes supplied with the BP-511 rechargeable lithium-ion battery that provides enough power on a single charge for 260 pictures. It has the same capacity yet half the weight as a NiMH battery and no memory effect.

Optional Basic Accessories

BP-511 *(CANBP511)*
Lithium Battery Pack (repl.) **49.95**

CB-5L *(CACB5L)*
Charger for the BP-511(repl.) **54.95**

CA-560 *(CACA560)*
Compact AC Power Adapter **89.95**

CR-560 *(CACR560)*
Car Adapter/Car Battery Cable Kit...**129.95**

PSC3000 *(CAPSC3000)*
Genuine Leather Semi-Hard Case **36.95**

Comprehensive System Accessories

You may have noticed that the features and specifications of the PowerShot S50 and G5 are very similar. However, one of the big differences (among many others) is that the Powershot G5 is part of a comprehensive system of accessories that include external flashes, lens converters and more! Expand the G5's capabilities with Canon's wide range of professional performance shooting accessories.

*Speedlite
550EX/420EX/220EX*

*Speedlite
Transmitter
STE2*

*Macro Twin Lite MT-24EX
Macro Ring Lite MR-14 EX*

EX-SERIES SPEEDLITES

The PowerShot G5 is fully compatible with Canon's powerful EX-series Speedlites.

Its hot shoe accommodates the 550EX, 420EX and 220EX Speedlites, as well as the Macro Twin Lite MT-24 EX, the Macro Ring Lite MR-14EX, even the Speedlite Transmitter ST-E2 for off camera, and slave flash photography.

Speedlites 550EX and 420EX have bounce flash capability for pro-quality, natural lighting.

CONVERSION LENSES

To expand the range of the PowerShot's 4x optical zoom lens, Canon makes a range of accessory lenses. Wide Converter WC-DC58N reduces the focal length by 0.7x for a 35mm equivalent of 24.5mm.

Tele Converter TC-DC58N increases the focal length by 1.75x for a 35mm equivalent of 245mm. To take your Macro photography a step further, try Canon's Close-up lens 250D.

All of these lenses mount directly to the PowerShot G5 with Conversion Lens Adapter LA-DC58B.

*Wide Converter
WC-DC58N**

*Tele Converter
TC-DC58N*

Wide Converter WC-DC58N*

*Conversion
Lens Adapter
LA-DC58B*

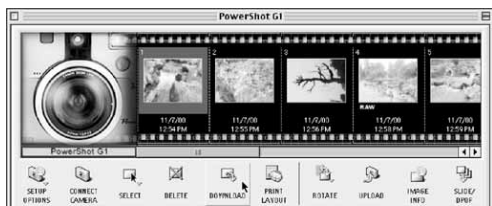**Requires Conversion Lens Adapter LA-DC58B*

CANON

Digital Camera Solutions Software
(Bundled with All Canon Digital Cameras)

Canon makes digital photography as easy as point, shoot, and click. Bundled with all Canon digital cameras the "Digital Camera Solution" software makes it easy to download, store, organize, catalog, e-mail or print your images. You can also create slide shows or panoramas. Best of all, you don't have to be a computer whiz to do it.

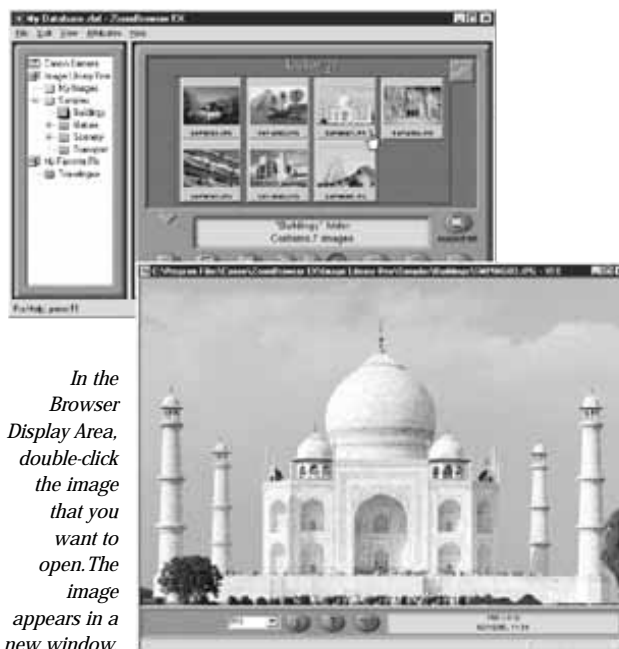### ZoomBrowser EX (Windows)/ ImageBrowser (Macintosh)

Connect your PowerShot camera or load the CompactFlash card into a reader, and a camera window opens to display the pictures you've taken. Select the best shots to download and save, or delete the ones you don't want. You can rotate pictures for proper orientation and also print from this window. Setup options button even lets you check and change various camera settings such as time and date.

The model name of the camera you are using and its images appear here.

In the Browser Display Area, double-click the image that you want to open. The image appears in a new window.

When you import your pictures they can be downloaded in an organized fashion—by albums you create. Select a picture and view it in a separate Image Viewer window where you can also perform basic editing— crop, change the color, brightness and contrast settings. Copy, move and delete images between folders. Add a sound file to an image and select the pictures for a slide show. From here you can also launch other applications like PhotoRecord to print, TimeTunnel, PhotoStitch and Adobe PhotoDeluxe, send a picture by e-mail, export images and save them in a different file format.

◆ TimeTunnel arranges your images into chronological order and presents them for easy viewing in a window that looks like a time tunnel. (Displays rings or a spiral that represents dates and show thumbnail versions of images sharing shooting dates.)

◆ PhotoStitch enables the creation of panoramic shots composed from a sequence of images. Composite image may be horizontal, vertical or 2x2

◆ With the slide show option, you select the pictures you want, set the transition effects between the slides and play.

◆ PhotoRecord provides auto layout printing for Windows users and allows the insertion of text anywhere on the page

◆ You want to snap a picture, download it, and e-mail it right away? No problem. Simply select a thumbnail from the browser window and click on the e-mail button. It's that simple. Software automatically optimizes and compresses the image file for fast upload— no need for any other program to prepare the picture for e-mail.

Library and folders where images are kept

RemoteCapture and RAW Image Converter

◆ Using a USB-interface PC and RemoteCapture, PowerShot cameras can be remotely controlled form a computer. Operations include shutter release; lens zooming, confirming camera parameters; setting white balance; resolution/JPEG compression, macro, flash and exposure compensation; setting recording to memory card or not.

◆ Canon's dedicated RAW Image Converter supports batch conversion of PowerShot RAW files to TIFF or other formats without using ZoomBrowser or other image-processing programs.

POWERSHOT COMPARISON CHART

PowerShot	A60	A70	A80	S400	SD100	S50	G5
Pixels	2.0MP	3.2MP	4.0MP	4.0MP	4.0MP	5.0MP	4.0MP
Maximum Resolution	1600 x 1200	2048 x 1536	2272 x 1704	2272 x 1704	2048 x 1536	2592 x 1944	2592 x 1944
Optical Zoom Lens	3x	3x	3x	3x	2x	3x	4x
Digital Zoom	2.5x	3.2x	3.2x	3.6x	3.2x	4.1x	4.1x
Focal Length (35 equiv)	35-105mm	35-105mm	35-105mm	35-105mm	35-70mm	35-105mm	35-140mm
Manual Focus	✓	✓	–	✓	–	–	✓
Shutter Speed	15 - 1/1500 sec	15 - 1/1500 sec	15-1/2000	15 - 1/1500 sec	15-1/1500 sec	15-1/1500 sec	15-1/2000 sec
Burst Mode	2.6 fps	2.2 fps	2.4 fps	2.5 fps	2.2 fps	1.7 fps	2 fps
JPEG/MOVIE	✓	✓	✓	✓	✓	✓	✓
Storage Media	CF Card Type I	CF Card Type I	CF Card Type I	CF Card Type I	SD Mem. Card	CF Card Type I, II	CF Card Type I, II
Viewfinder:							
Optical Real-Image	✓	✓	✓	✓	✓	✓	✓
LCD Monitor	1.5˝	1.5˝	1.5˝	1.5˝	1.5˝	1.8˝	1.8˝
Exposure Control:							
Program AE	✓	✓	✓	✓	✓	✓	✓
Exposure Compensation	±2EV	±2EV	±2EV	±2EV	±2EV	±2EV	±2EV
Aperture Priority Mode	✓	✓	✓	–	–	✓	✓
Manual Exposure	✓	✓	✓	–	–	✓	✓
Auto Bracketing	–	–	–	–	–	✓	✓
Metering:							
Evaluative Metering	✓	✓	✓	✓	✓	✓	✓
Center-Weighed Average	✓	✓	✓	✓	✓	✓	✓
Spot Metering	✓	✓	✓	✓	✓	✓	✓
AE Lock	✓	✓	✓	–	✓	✓	–
ISO	50/100/200/400	50/100/200/400	50/100/200/400	50/100/200/400	50/100/200/400	50/100/200/400	50/100/200/400
Manual ISO	✓	✓	–	✓	✓	✓	✓
White Balance:							
TTL Auto White Balance	✓	✓	✓	✓	✓	✓	✓
Preset Settings	✓	✓	✓	✓	✓	✓	✓
Custom White Balance	✓	✓	✓	✓	✓	✓	✓
Flash:							
Flash Working Range	46 - 4.2m	46 - 4.2m	1.5 -- 14´	8˝ - 7´	1.6 - 9.8´	1.8 - 13.1´	2.3 - 16.4´
Built-In Flash Modes	Auto/Red-Eye	Auto/Red-Eye	Auto/Red-Eye Slow-Sync	Auto/Red-Eye	Auto/Red-Eye Slow-Sync	Auto/Red-Eye	Auto/Red-Eye
External Flash Terminal	–	–	–	✓	–	–	✓
Physical:							
Dimensions	4 x 2.5 x 1.2˝	4 x 2.5 x 1.2˝	3.8 x 2.2 x 1.3˝	3.4 x 2.2 x 1.1˝	3.35 x 2.2 x .94˝	4.4 x 2.3 x 1.7˝	4.7 x 2.9 x 2.75˝
Weight w/o Batteries	7.6 oz.	7.6 oz.	5.8 oz.	6.5 oz.	5.82 oz.	9.2 oz.	14.5 oz.

DIGITAL CAMERAS

27

CANON

CP-200/CP-300

Portable Dye-Sub Card Photo Printers

40 percent smaller than previous models, the Canon dye-sub CP-200 and CP-300 Card Photo Printers allow you to create extremely high quality color prints directly via USB cable from any current model PowerShot camera in about 85 seconds. The CP-200 and CP-300 are also Pictbridge-compatible. This allows you to connect any Pictbridge-compatible camera— meaning you can connect other brands of digital cameras directly to these printers. Make different sized bordered or borderless prints, ranging from miniature stickers and wallet-sized prints to 4x6˝ photo postcards.

With their compact size, you can output beautiful color prints quickly and easily from wherever you're shooting. In fact, the combination of the PowerShot SD100 for example, and a CP-200 or CP-300 takes the entire photographic process and puts it in a briefcase (or into the optional CPB-100 Printer Carrying Bag). Both printers are compatible with DPOF (Digital Print Order Format) to facilitate batch printing, e-mail transfers, and print ordering through online photo labs. Otherwise identical, the CP-200 runs on AC power, the CP-300 can run on AC or battery power.

FEATURES

◆ The CP-200/CP-300 make it easier than ever to print radiant, professional quality photos. Just plug in a current PowerShot or PictBridge supported digital camera.

◆ Instantly, you have complete control of the printers' customized functions including automatic printing using DPOF, index printing, partial image printing, multiple copy printing, exact size printing and more. It's amazingly simple because you operate it all straight from your camera. You can even add a date stamp. All without touching a computer.

◆ They print at 300-dpi with 256 levels of color so you can create richly detailed prints from 2-megapixel or greater cameras. Dye-sub technology controls the ink flow to deliver a full range of realistic tones and shadings, so color is natural and true-to-life.

◆ For durability, the CP-300 and CP-200 add a transparent, protective overcoating to each print that shields it from the damaging effects of sunlight and humidity.

◆ Select your prints right on your camera's LCD. Choose 4 x 6˝ or 2x 3˝ credit card (business card) size prints. Do borders or go borderless. Even print labels.

◆ Printing direct from PowerShot digital cameras you can output 4 x 6˝ in less than 90 seconds, or credit card size shots in as little as 40 seconds. .

◆ Need to print an image stored in your computer? Simply plug-in a USB cable from your computer (Mac or Windows) and you can output images stored on the hard drive.

◆ Slim and neatly proportioned, the CP printers have been thoughtfully designed to complement any room in the house.

Optional Accessories

NB-CP1L: Rechargeable Battery Pack (for CP-300 Only).......................................**119.95**

BCA-CP100: Battery and Charge Adapter Kit (for CP-300 only) **139.95**

CBA-CP100: 12v Car Battery Adapter Kit ..**89.95**

CPB-100 Printer Carrying Bag: Ultra-light, durable and stylish, the CPB-100 offers easy-access compartments to carry the CP-200 or CP-300 Card Photo Printer, digital camera and other accessories so that you can print anywhere, anytime.

KC-18 IL: Color Ink/Paper Set (Credit card size/mini label, 18 sheets) **13.95**

KC-18 IF: Color Ink/Paper Set (Credit card size/full label, 18 sheets) **13.95**

KP-36 IP: Color Ink/Paper Set (4 x 6" paper, 36 sheets)..**18.95**

KC-36 IP: Color Ink/Paper Set (Credit card size paper, 36 sheets) **13.95**

4-Megapixel Digital Camera

You'll recognize the craftsmanship the second you pick it up. You'll appreciate the image quality as soon as you view your images. Sized right and priced right, the QV-R40 sets the pace for performance and speed. It features a 4-megapixel CCD, high-speed telescoping optical 3X zoom lens, 1-second startup time, and a 0.01-second release time lag which means there is virtually no time loss between the point you press the shutter release and when the image record beginning. Playback is fast too, with the QV-R40 scrolling through images on the monitor screen at a rate of about 0.1 second per image. A pair of direct mode access buttons for REC and PLAY turn the camera on directly to the mode you want.

Compact and elegant aluminum alloy body provides both a high level of durability and a feel of quality. Modes are selected using a flat-profile dial, and all function keys are carefully positioned for easy, intuitive operation. Images can be stored on an SD memory card, and the camera also includes 10MB of built-in flash memory that allows recording even when a card is not loaded or when the memory card is full.

FEATURES

High Performance

◆ 4-megapixel CCD for high-resolution images with fine flesh tones and detailed scenery.

◆ Seven lenses in six groups, including aspherical lenses, provide advanced 3X optical zoom capabilities. This, combined with 3.2X digital zoom, provides a combined maximum zoom factor of 9.6X.

◆ Amazingly fast startup, shutter release, and display response provide stress-free recording and playback. High-speed telescoping zoom lens and startup control has the camera ready to shoot about one second after you turn it on.

◆ 0.1-second playback image scroll time lets you scroll through large volumes of images in no time.

◆ Press the REC button to enter the recording mode or the PLAY button to enter the playback mode. Even when the camera is off, pressing a mode button turns it on and has you ready for recording or playback in an instant.

◆ Using 5-point Multi Auto Focus, the camera takes simultaneous readings at five points and automatically selects the one that provides optimal focus for the image being recorded.

Best Shot Mode

◆ Best Shot Mode provides optimum camera setups in an instant. Simply select the sample scene that is similar to the image you want to record, and the camera's light metering, exposure compensation, saturation, and other settings are configured accordingly. The QV-R40 has total of 21 scenes built in, including "Coupling Shot" and "Pre Shot."

— When there are only two people present, Person A composes the image of Person B against a background and presses the shutter release. This freezes the image on the monitor screen. Then they switch places, and Person B composes the final image now with Person A included. The final recorded image shows both Person A and Person B, as if the were both standing in front of the camera.

— With Pre Shot, you compose the background you want and press the shutter release. This freezes the background image on the monitor screen. Then you can ask someone else to record your image, using the frozen background as a composition guide. The final recorded image shows you against the background you want.

Conveniences

◆ Each date of the full month calendar screen shows a thumbnail of the first image recorded on each date. This visual diary of images makes it possible for you to quickly search for and locate the image you want.

◆ Triple Self-timer records three consecutive shots with a single shutter release button operation. Select the best of the three and keep it.

◆ World Time function lets you select one of 162 cities in 32 time zones around the world as your home time.

◆ In addition to built in 10MB memory , the camera uses SD/MMC memory cards. Copy images between the memory cards and built-in memory.

◆ Favorites Folder keeps important images private

◆ Runs on two AA NiMH batteries

◆ The camera stores images in a Web browser-viewable that allows you to browse images in an album format. The album feature uses HTML format, which means you can incorporate an album directly into a Web site, and even print directly from the album.

CASIO

EX-S20/M20/S3/Z4

Exilim Digital Cameras — World's Thinnest, Smallest and Lightest

Packed into a .46-inch thin and stylish design, the 2-megapixel EXILIM EX-S20 and EX-M20 (audio capability) and 3.2-megapixel EX-S3 come with everything you need to make point-and-shoot picture taking an art form. On the outside they are the perfect fashion accessory. On the inside, their megapixel power, 4x digital zoom and exclusive Multi-Chip Module greatly reduces power consumption to maximize battery life and photo quality.

High-speed startup minimizes the time until their ready to shoot, while they take shots in one hundredth of a second so you'll never miss that picture-perfect moment again. You can even use Best Shot mode for more creative effects. A lens barrier protects the lens from impact and dust by opening and closing whenever the cameras are turned on and off. Their case is made of lightweight magnesium alloy, with a body that weighs a mere 2.5 oz. (without battery). Virtually identical, the 4-megapixel EX-Z4 adds a high-performance 3x optical zoom lens so you can get closer than ever. Slightly bigger (.78-inch deep) and heavier (4.4. oz) it is still small enough to tote in any pocket or purse – portable, wearable, fashionable technology for today's lifestyles.

FEATURES

◆ 2.1-, 3.2- and 4-million pixels and a high-resolution, high-sensitivity 1/1.8″ progressive CCD enhance flesh tones and capture rich and vibrant natural colors no matter which camera you choose. Images come alive with beautiful clarity.

◆ In addition to their built-in 10MB of Flash Memory, they all use thin, compact SD (Secure Digital) and MMC (Multimedia) memory cards (optional) for image storage. For additional convenience, an easy operation lets you copy images between a memory card and the built-in memory.

◆ Start up time is optimized to ensure high-speed operation. This plus the world's fastest release time lag (0.01 second) helps to ensure that you are able to capture that special moment as it happens.

◆ All except the EX-Z4 incorporate the lens and CCD into a single module, and Stack MCM mounting, to achieve a higher degree of mounting density in a smaller space by stacking the chips vertically. The lens is protected against dirt by a lens barrier that automatically opens and closes when the camera is turned on/off.

◆ The Best Shot Mode provides optimum camera setups in an instant. Simply select the sample scene that is similar to the image you want to record and the camera's exposure compensation, white balance, and other settings are configured accordingly. There are a total of 15 sample scenes built in (21 on the EX-Z4), including "Coupling Shot" and "Pre Shot".

— When there are only two people present, Person A composes the image of Person B against a background and presses the shutter release. This freezes the image on the monitor screen. Then they switch places, and Person B composes the final image now with Person A included. The final recorded image shows both Person A and Person B, as if they were both standing in front of the camera.

— With Pre Shot, you compose the background you want and press the shutter release. This freezes the background image on the monitor screen. Then you can ask someone else to record your image, using the frozen background as a composition guide. The final recorded image shows you against the background you want.

1.6″ and 2.0″ LCD Monitor

Their 1.6″ (EX-S20/M20) and big 2.0″ (EX-S3/EX-Z4) TFT LCD monitor features a digital interface for a clearer display of images and makes image viewing easier and more enjoyable. The screen can be used to arrange images, and a collection of display features like 4x zoom, rotate and flip, help to make image viewing simpler and more fun than ever before.

◆ Triple Self-Timer records three consecutive shots with a single shutter release button operation. You can then select and keep the best of the three.

◆ World Time lets you select one of 162 cities in 32 time zones around the world as your home time. When traveling to another time zone, simply select the applicable city, and time and date settings are adjusted automatically. A total of three independent alarms help to make sure you are on time, all the time. You can even have a specific image appear when an alarm time is reached.

◆ They store images in a Web browser-viewable format that allows you to browse images in an album format. The album feature uses HTML format, which means you can incorporate an album directly into a web site and even print directly from the album.

◆ 320 x 240 size images can be copied to a Favorites Folder in the camera's built-in memory for privacy (they are not displayed during normal image playback, which means you can keep your personal images private when carrying them around in the camera memory.)

◆ You can assign one function (recording mode, white balance, flash, etc.) each to the left-right and up-down operations of the control buttons. Once you do, you can perform the assigned function using the control button without going through the display menus.

◆ ExifPrint (Exif 2.2) and PRINT Image Matching II support helps to make printed images look better than ever before.

◆ You can connect the camera's USB cable directly to an Epson "USB DIRECT-PRINT" compatible printer for printing without going through a computer.

◆ Bundled Photohands provides you with image editing capabilities for color, contrast, brightness, and other parameters. To start up Photohands, simply click the Photo Loader print button.

◆ They each include 2-hour lithium-ion battery, USB Cradle, USB cable, ACAdapter, strap and software. The EX-M20 (only) includes an LCD remote control and stereo earphones.

Want Smaller?

◆ The EX-S20/EX-M20's stylish card-size configuration measures 3.2 x 2.0 x .44˝ (LxWxD). Everything is packed into a 2.5 oz. (without battery) lightweight magnesium alloy case you can take anywhere.

◆ Slightly bigger, the EX-S3 comes in at 3.4 x 2.2 x .48˝, while the EX-Z4 zoom equipped measures 3.4 x 2.2 x.78˝, and weighs all of 4.5 ounces.

EX-SM20 Only

◆ In addition to a full complement of image recording functions, the EX-M20 is also an MP3 player. You can get up to seven and a half hours of playback on a full charge.

◆ Playback can be performed over a pair of stylish LCD remote control headphones (included). Gives you control over playback, REW, FF and other operations.

◆ You can add up to 30 seconds of audio to a snapshot any time after you record it

◆ Voice recording of up to 170 minutes can be done on a full charge. The monitor screen shows at a glance how much recording time you have left.

EX-Z4 Only

◆ The EX-Z4U comes equipped with a new 3-segment, telescoping, Pentax 3x optical zoom lens. In addition to minimal distortion and high resolution, a revolutionary new design allows the center lenses to slide upwards when retracted. This makes it possible to create a lens module, which contributes to the overall thinness of the camera

◆ Contrast type Auto Focus (selectable between spot and multi); pan focus; macro mode; infinity mode; manual focus; focus lock

◆ Voice recording of up to 40 minutes can be done

Supplied USB Cradle

Automatic image transfer to a computer with the press of the cradle's USB button. Simply connect the cradle to your computer, place and Exilim camera onto the cradle, and press the cradle's USB button, and Photo Loader automatically transfers all JPEG and AVI files in image memory to the computer.

Placing them on their cradle and pressing the Photo button starts a slideshow of images currently in image memory. You can even set up the camera to display the images you want whenever it is placed on the cradle.

Each date of the full month calendar screen shows a thumbnail of the first image recorded on each date. This visual diary of images makes it possible for you to quickly search for and locate the image you want.

CONTAX

TVS DIGITAL

5.2-Megapixel Digital Camera

Combining the incomparable optical quality photographers have come to expect from Zeiss T* optics, with the cutting-edge technology that Contax is famous for, the TVS Digital delivers images not available from any other image capture device. Housed in a titanium body, the TVS Digital features a 3x Carl Zeiss T* Vario Sonnar lens - the ultimate in high resolution, color saturation and contrast - with a huge 5-megapixel CCD, as well as a 4x digital zoom, three metering modes, automatic exposure and white balance bracketing, flash compensation, high speed shutter and movie modes, LCD histogram, voice memo, self-timer/remote release and image editing.

FEATURES

State-Of-The-Art Lens Design

The Carl Zeiss T* Vario-Sonnar 7.3~21.9mm (35~105mm equivalent in 35mm format) zoom offers 3x optical and 4x digital zoom. The latest technology in lens design is standard on the Vario-Sonnar. 3 aspheric surfaces are incorporated in this six-element design. The T* anti-reflection coating is applied to each lens element, dramatically reducing flare and increasing contrast and sharpness in your photographs.

Multimedia and SD Cards

The TVS Digital exploits the advantages of both Multimedia cards (MMC) and Secure Digital (SD) memory cards. This media is especially suited to the compact design of the TVS Digital and is easily shared with other electronic devices PDAs and cellular telephones for storage and transmission of images and data.

Immediate Access

The top of the TVS Digital provides instant access via the command dial for the AVI movie mode, two exposure control modes (Aperture priority or Program control), image review and main setup menu. The top LCD Information Center provides feedback about the flash mode selection, remaining pictures on the installed memory card, manual focus feedback, macro mode and battery condition.

USB/Video Connection

Transfer of your images to a computer is easy with the built-in USB port and supplied USB cable. Video output is also possible using the video out plug and supplied video cable to connect the TVS Digital to a monitor or VCR. A DC in port and AC power supply is included to power the TVS for extended shooting or viewing.

Dual Set-up Command Modes

The well-designed layout provides quick access to the menu items you want to control. Two set-up modes for customization allow the user greater control over camera functions. Set-up "C" changes camera functions (Flash mode setting, change of exposure compensation range, etc.) while Set-up "D" changes digital functions (electronic tone, electronic zooming, startup screen setting, etc.). Another feature of the TVS Digital is a customized startup screen, which is similar to a desktop PC. The user can choose an image taken with the camera to be displayed on the screen each time the camera is turned on. An AVI movie mode is also featured on the new Contax TVS Digital and can hold up to 30 seconds of high quality digital video.

For the user who wants to be a part of the picture, the included RC-1 Remote Controller makes it easy.

New DayFine LCD

Outdoor LCD viewing has often been a problem in the past. That is until Kyocera pioneered a new technology which has been incorporated into the TVS Digital. The new DayFine 1.6″ TFT color LCD makes it easier than ever to view images or subjects while outdoors in very bright conditions. Utilizing "Dual Backlight" design, a special optical film increases the transmission of light from the LCD. In addition, the ambient light is used to increase the intensity of the image displayed on the LCD. This increases the brilliance and contrast of the LCD, even under the brightest outdoor conditions.

TVS DIGITAL

Carl Zeiss T— The World's Finest Optics*

Carl Zeiss T* anti-reflection coatings ensure the virtual elimination of unwanted reflections inside the lens. This means that only image-forming light reaches the image plane of the camera. Your photographs will have greater impact due to higher contrast, deeper color saturation, more shadow detail and cleaner, crisper colors.

Each of the seven layers of th T* anti-reflection coating is optimized for a portion of the total bandwidth of white light and together the seven layers cover the entire visible spectrum. The thickness of each coating layer is 1/4 wavelength of the frequency of light that the layer is dedicated to. Light is phase shifted 1/4 wavelength as it passes through the coating the first time. If the photon is reflected, it passes through the anti-reflection coating again and as it passes, it is phase shifted again 1/4 wavelength. Now, the reflected photon is 180° out of phase and it is annihilated. T* optical coating represents the most advanced optical technology available. And T* coatings are only available on Zeiss lenses.

Durability

Many of the unique features found on Contax T series 35mm film cameras have been carried over to the TVS Digital. Starting with a titanium body, stronger than steel and lighter than aluminum, it ensures durability along with elegance. A diopter control is built-in to adjust the viewfinder for your needs. Sapphire glass viewfinder covers provide scratch-resistant protection to help keep the Contax TVS Digital looking like new, even after years of use.

TVS Digital Specifications

Recording Media
SD Memory Card and Multi-Media (MMC) cards

Image Format
Complies w/JPEG standard, (Exif2.2), DCF Standard, supports DPOF

Effective Pixels
5.0 Megapixels

Pickup Device
1/1.8˝ square-pixel interlace readout system CCD with 5.25 gross pixels

Still Image Modes
2560 x 1920, 1600 x 1200, 1280 x 960, 640 x 480

Movie Modes
320 x 240, 160 x 120

Image Quality
F (Fine), N (Normal)

Lens
Carl Zeiss T* Vario Sonnar 7.3mm-21.9mm, F2.8-4.8 (6 elements in 6 groups), (35mm-105mm focal length in 35mm format)

Aperture
Wide: F2.8, F3.3, F4.0, F4.7, F5.6, F6.7
Telephoto: F4.8, F5.6, F6.7

Digital Zoom
x1.3, x1.6, x2, x3, x4

Focusing Control
Video feedback auto-focus and manual focus

Focusing Range (from CCD surface)
AF: 0.6m ~ infinity
MF: 0.6, 0.7, 0.8, 1, 1.5, 2, 5m, infinity
Macro: 0.15 ~ 0.6m

Exposure Control
Program AE, aperture-priority AE, LT (Long Time) mode

Metering modes
CCD multi-area evaluation metering, center-weighted metering, and spot metering

Automatic Exposure Range
LV3 ~ LV16.5

Exposure Compensation
+2.0EV ~ -2.0EV (1/3EV or 1/2 steps)
ABC (Automatic Bracketing Control)
+/-0.3EV, +/-0.5EV, +/-1.0EV

Shutter
1 ~ 1/2000 sec
LT mode: 1 sec, 2sec, 4 sec, 8 sec

White Balance
Auto, Day light, Cloudy, Tungsten lamp, Fluorescent light, Preset

Color Mode
Color, B&W, Sepia

Optical Finder
Real-image zoom viewfinder
Approx. field of view 83%, magnification 0.35 ~ 0.99, diopter adjustment, –3 ~ +1 diopter

LCD Monitor
1.6", 84,960-pixel TFT Color LCD monitor (354 x 240 dot)

Playback Modes
Multiple image display, resizing (320 x 240 or 160 x 120), slide show, DPOF setting, close-up image playback, thumbnail playback, histogram display

Flash
Built-in, flash-compensation –1 ~ +1

Flash Modes
Auto-flash, auto red-eye-reduction flash, no flash, fill-in flash, night portrait flash

Video Output Mode
NTSC/PAL selectable

Power
3.7v lithium ion battery pack (1500mAh) dedicated AC adapter

Dimensions
4.41 x 2.36 x 1.3˝ (WHD) (not including protruding parts)

FUJI

FINEPIX A205/A210

2.0- and 3.2-Megapixel Point-and-Shoot Digital Cameras

Offering remarkable image quality, lifelike color, and intuitive controls in a sleek and stylish package the FinePix A205 and FinePix A210 allow even new digital photographers to capture high quality images. The 2.0-megapixel A205 and 3.2-megapixel A210 feature 3x optical zoom lens (with a sliding lens cover to protect the lens during storage), one-touch fully automatic operation, digital movie recording, video output, and PC-Cam Internet mode. They use ultra-compact xD-Picture Cards for image storage are also compatible with Fuj's universal CP-FXA10 Picture Cradle which connects to your PC or TV/VCR and provides stable power while downloading (it also charges the optional NH-10 NiMH battery when docked).

34

FEATURES

◆ The A205's high resolution 2.1-megapixel CCD assures clear, natural color image quality. Detail is crisp throughout your images, and resolution (up to 1600 x 1200) is high enough for 6 x 8˝ prints. The FinePix A210's 3.2-megapixel CCD provides 2048 x 1536 resolution, allowing it to create vivid prints up to 8 x 10˝.

◆ Fully automatic, they control all parameters for shooting quality pictures: auto focusing provides sharp images, auto exposure automatically selects the optimum aperture and shutter speeds, intelligent auto white balance detects the type of lighting and adjusts accordingly.

Fuji's optional CP-FXA10 Picture Cradle provides a stable platform for image downloading, video conferencing, and fast, easy charging of the supplied NH-10 Ni-MH battery pack. Includes AC adapter and rechargeable battery.

High Performance

◆ They both feature a 3x optical zoom from 36-108mm (35mm equivalent), plus add a smooth 2.5x digital zoom in 640 x 480 mode and 1.25x in 1280 x 960 mode.

◆ In Movie mode, the FinePix A205 can record 20-second 320 x 240 pixel (QVGA) movies (without sound) at 10 f, while the FinePix A210 can record up to 2-minute clips at the same resolution.

◆ For video e-mails, the FinePix A205 can record at 160 x 120 for up to 80 seconds and the FinePix A210 for up to 8 minutes.

◆ For close-up shots, Macro Mode lets you move in as close as 10cm.

◆ Built in multi-mode flash including auto, red-eye reduction, forced flash, flash off and synchro mode.

◆ Images and video, are stored on ultra-compact xD-Picture Cards.

◆ The FinePix A205 and A210 provide vivid images with the rich color saturation Fuji is renowned for. In addition, images captured with these cameras offer a high level of detail and contrast, making photos true-to-life - so even novice digital photographers can take terrific pictures.

Conveniences

◆ Automatic white balance plus six presets selectable in manual mode (Fine, Shade, Daylight Fluorescent, Warm White Fluorescent, Cool White Fluorescent and Incandescent Light).

◆ They are powered by two AA-sized alkaline (up to 300 shots in regular mode or about 800 shots with LCD monitor off) They also support the Fujifilm NH-10 Ni-MH rechargeable battery when used in conjunction with the CP-FXA10 cradle.

◆ The cameras' streamlined design is sleek yet simple. Ultra-compact and light-weight, their pocket size allows them to be taken anywhere to capture those spur-of-the-moment shots. They measure 3.9 x 2.6 x 2.1˝ (WxHxD) and weigh 6.2 ounces without batteries and storage media.

◆ Included FinePix Viewer 4.0 automatically launches when the camera is connected to the computer via the USB cable or optional CP-FXA10 cradle. Simple application wizards step you through storing, printing and sharing options. In addition, linking the FinePix via PC-CAM video conferences makes it easy to stay in touch with far-away friends and relatives.
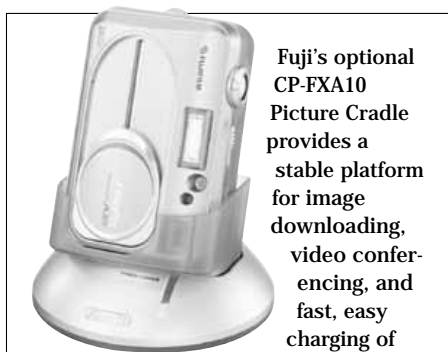
Supplied Accessories Include: 2AA batteries, USB cable, Hand Strap, 16MB xD-Picture Card, QuickTime 5.0, FinePix Viewer and ImageMixer VCD for FinePix

FINEPIX A310

3.1-Megapixel Point & Shoot Digital Camera with Super CCD HR

The FinePix A310 combines stylish design and point and-shoot simplicity with Fuji's 4th Generation Super CCD HR (High Resolution) sensor technology. Super CCD HR allows the FinePix A310's 3.1 million effective pixels to produce high-resolution images with 2,816 x 2,120 (6.0 million) recorded pixels or crisp and vivid prints up to 16 x 20˝. The FinePix A310 makes picture taking simple with preprogrammed scene modes for optimum exposure of portrait, sports, and night or landscape scenes.

Like the FinePix A205/A210, the A310 offers simple user-friendly controls and a sleek body style with a high quality retractable 3X optical zoom. It features digital movie recording (up to 2 minutes), PC-Cam Internet mode, and is fully compatible with the optional CP-FXA10 Picture Cradle which connects to your PC or TV/VCR and provides stable power while downloading, as well as charges the optional NH-10 NiMH battery when docked.

Same features as the FinePix A210, PLUS—

◆ Super CCD HR maximizes the A310's 3.1 million effective pixels, and produces a truer-to-life 2816 x 2120 (6 million) pixel output file.

◆ Offers a 3x optical zoom from 38-114mm (35mm equivalent), plus adds a smooth 2.9x digital zoom in 640 x 480 mode and 1.37x in 2048 x 1536mode.

◆ The A310 offers outstanding shooting flexibility, with a range of ISO-equivalent sensitivities from 200-800, enabling low-light shooting without flash.

◆ Select exposure modes from landscape, night scene, sport and portrait offerings, as well as top- and final-frame continuous shooting at 3 frames per second. Photo mode controls let you quickly change color mode to standard, chrome (high color) or black and white.

◆ Convenient Photo-Mode (F) button—an entirely new concept in FinePix operation gives you one button control over image quality parameters, including sensitivity, image file size, and color mode.

◆ Stylish and compact, the FinePix A310's streamlined body design fits comfortably into hands – as well as pockets, making it perfect for capturing everyday memories. The camera measures 3.8 x 2.5x 1.3˝ (WxHxD) weighs a mere 5.5 ounces without batteries and media.

xD-PICTURE CARD
Ultra-Compact, High-Capacity Flash Memory Card

The xD-Picture Card is the smallest storage format of its kind on the market - comparable in size to a penny, measuring just 0.79 x 0.98 x 0.07˝ and weighing less than one-tenth of an ounce - with the potential for up to 8GB storage capacity in a single card. This unprecedented combination of small size and large capacity allows Fuji to manufacture sleeker and lighter digital cameras than ever before. In addition, the xD-Picture Card was designed to minimize power consumption, saving battery life and with fast read/write capabilities for smoother digital camera operation. PCMCIA and CompactFlash adapters are available, allowing use of xD-Picture card in a variety of cameras and other devices.
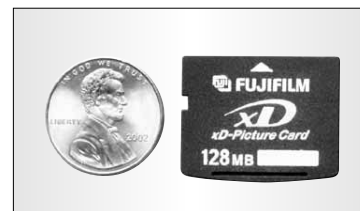
◆ Available in 16MB, 32MB, 64MB, 128MB and 256MB capacities, with potential of up to 8GB.

◆ Little larger than a penny (0.79 x 0.98 x 0.07") and less than one-tenth of an ounce, the xD-Picture card is the smallest storage media format available

◆ xD-Picture cards have a fast read/write speeds. A 16 or 32MB card can record data at 1.3MB/sec. A 64MB card or higher can record data at 3MB/sec and both offer a read speed of 5MB/sec.

Write Speed
• 20% faster than memory stick
• 67% faster than 12x compact flash
• 172% faster than SD

Read Speed
• 2 times faster than memory stick
• 3 times faster than SD
• 6 times faster than compact flash

Power Consumption
• 50% less than compact flash
• 80% less than SD
• 83% less than memory stick

FUJI

FINEPIX S3000

3.2-Megapixel Digital SLR-Type Camera with 6x Optical Zoom

With a cool and stylish design the 10-oz. FinePix S3000 is fun and easy-to-use. The camera's compact SLR-inspired body provides a familiar feel to everyday photo hobbyists and digital photography newcomers alike. But behind it's sleek and compact exterior, this high performance digital cameras features a precision retractable Fujinon 6x optical zoom lens for pristine image quality that combines with 3.2x digital to offer seamless 19x zoom. It also features automatic exposure plus full manual control, movie recording with sound, pictures with voice annotation, and PC-Cam Internet Mode. For added convenience, it incorporates an easy-to-use, mini TTL electronic viewfinder, 1.8-inch LCD monitor, pop-up flash and uses Fuji's xD Picture Card for storage.

FEATURES

Megapixel CCD

◆ With its 3.24-million effective pixels of resolution (2048 x 1536 pixels), the FinePix S3000 produces richly textured images with clear, natural colors and lifelike details.

◆ Delivering a high S/N ratio, the camera makes subjects look smoother and more natural.

.Automatic & Manual Modes

◆ Full automatic operation controls focus and exposure while intelligent auto white balance adjusts for the type of lighting to give you perfect colors each time.

◆ Manual functions on the FinePix S3000 include exposure compensation, control of flash settings (auto, red-eye reduction, forced flash, off and slow synchro), and white balance (manual presets for fine, shade, warm and cool fluorescent and incandescent lighting).

◆ Sharpness and aperture settings for manual changes in depth of field.

◆ Scene Position mode lets you specify the type of scene –landscape, portrait, etc. – for beautiful customized results.

◆ Built-in flash with Auto, Red-eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro and Red-eye Reduction + Slow Synchro modes.

SLR-type Body

◆ The camera's compact SLR-inspired body provides a familiar feel to everyday photo hobbyists and digital photography newcomers alike. Plus, everything about the FinePix S3000 is designed for ease of use, with quick, logical access to all controls, and dedicated dials and buttons for the features you use the most. The ergonomic design also makes it a breeze to operate one-handed, thanks to its comfortable molded grip.

6x Optical Zoom

High-performance large-diameter Fujinon 6x optical zoom lens —the longest zoom in it's class—has a focal range equivalent of 38–228mm on a 35mm camera. It also offers a digital zoom of 3.2x in 640 x 480 pixel mode and 1.28x at 1600 x 1200. This gives you a total zoom of 19.2x—or 730mm on a 35mm camera. For close-up shots, Macro Mode lets you move in as close as 3.9˝.

Plus, optional 0.79x wide and 1.5x telephoto lens adapters are available to further expand your shooting horizons.

38mm   114mm

228mm   730mm

Electronic Viewfinder (EVF) and 1.8˝ LCD Monitor

◆ The FinePix S3000 is the only camera in it's class to offer an electronic viewfinder. A very desirable feature, this option allows you to view exactly what the lens is seeing. And with 110,000 pixels, the high resolution EVF provides a clear, true to life image. Plus, the user-friendly display shows all the shooting information you need to take great pictures, even letting you view images in full sunlight. You can also use it to display playback images instead of the LCD monitor, saving on battery power.

◆ 1.8˝ amorphous silicon LCD monitor lets you to play back pictures or movies immediately after taking them. In addition to single frame playback, 13x zoom brings out the fine details, and multi-frame displays 9 images simultaneously.

FɪɴᴇPɪx S3000

Audio/Video Capabilities

◆ The camera offers AVI movie recording at 10 frames per second without sound, allowing you to capture everyday events and special moments

◆ Record 60-second 320 x 240 pixel movies or up to 4 minutes at 160 x 120 .

◆ Movies can be burned onto CD-ROMs for storage using the bundled ImageMixer VCD 2 or shown on TV using the video out interface.

◆ Attach 30-second voice notes to each photo, which is useful for tracking and describing a large portfolio of images.

◆ PC camera and video conferencing features take it beyond standard image capturing and allow the camera to be used as a multi-functional device.

◆ In still mode, the camera can shoot at 2 frames per second, up to 2 frames.

Conveniences

◆ The camera measures 3.9 x 3.0 x 2.7˝ (WxHxD) and weighs 10 ounces without batteries and media

◆ The FinePix S3000 offers maximum power efficiency, and can take up to 350 images — using the LCD monitor, and with flash on half of the time — on a single set of four AA alkaline batteries.

◆ Uses up to 256MB ultra-compact xD-Picture Cards for digital storage media. With compatible USB card reader and PC/Compact Flashcard adapters, xD-Picture Cards can be swapped freely among a wide range of digital cameras and computers.

◆ USB port and supplied FinePix Viewer 4.1 software make it easy to transfer image files, video files and Voice Memo data to your PC for viewing, storage and e-mailing.

In the Box

◆ FinePix S3000 comes bundled with a 16MB xD-Picture Card, four AA alkaline batteries, shoulder strap, USB cable, lens adapter ring, FinePix Viewer 4.1, and ImageMixer VCD 2 for FinePix. Optional 0.79x wide and 1.5x telephoto lens adapters are also available.

4th GENERATION SUPER CCD
Expanding the Possibilities of Digital Photography

With the introduction of its 4th-Generation Super CCD, Fuji has once again secured its position as the world leader in CCD technology and digital image quality. Based on the design of their proprietary 3rd- Generation Super CCD, Fuji has now developed two different types of sensor arrays – the Super CCD HR for ultra-high resolution, and the Super CCD SR for expanded dynamic range. The result: digital image quality that more closely approaches the perceptive abilities of the human eye itself.

Super CCD HR

Pixel counts in digital camera CCDs continue to increase and Fuji is no exception. But Fuji increases pixel count with a different approach than other manufacturers. Their concern is with the five main factors that determine overall image quality: Resolution, Sensitivity, Dynamic Range, S/N , and Color Fidelity. They aim to increase the number of pixels in a way that best balances these factors, never sacrificing any one of them for the others. This was how they created the 3rd-Gen Super CCD, the first sensor for a consumer-use digital camera that offered ISO 1600-equivalent speed, together with high-quality full-frame VGA movie recording capabilities.

The Super CCD HR sensor array represents a miniaturization of Fuji's Super CCD technology, preserving its performance advantages while further increasing pixel count. The 1/1.7˝ Super CCD HR (FinePix S7000) boasts 6.63 million pixels and a remarkable 12.3 million recording pixels, while the 1/2.7˝ unit (FinePix S5000) employs 3.14 million pixels and 6 million recording pixels. Despite the smaller size of each photodiode, enhancements in their physical design as well as new signal-processing technology have actually improved both sensitivity and S/N ratio over the already outstanding performance of the 3rd-Generation Super CCD.

Super CCD SR

The second type of 4th-Gen. CCD, the Super CCD SR, is designed for optimum exposure latitude and tonal range. As pixel counts have increased, they have begun to approach the resolving ability of film. Too often, however, those higher pixel counts have been achieved by sacrificing sensitivity and particularly dynamic range, which is to say the output range of the photodiodes when exposed to various levels of light. That has meant dramatically inferior tonality as compared to film.

The larger the CCD, the greater its dynamic range will be, and thus the greater its ability to render a long, rich tonal scale. The small size of the CCDs used in consumer digital cameras, therefore have limited dynamic range. Digital cameras have difficulties reproducing high-contrast images containing both dark and bright areas, with shadows tending to lose detail and whites washing out. And while the basic design of Fuji's Super CCDs has assured better dynamic range than conventional CCDs, until now this aspect of their performance has still fallen short of film, let alone the human eye. The new Super CCD SR employs extremely precise design and construction of each photodiode in the array to offer four times greater dynamic range than offered by the same size 3rd-Generation Super CCD.

The Super CCD SR simulates the extended tonal range characteristics of color negative film, and was based on a thorough study of how the structure of film could be applied to CCD design. Specifically, negative film employs both low-sensitivity and high-sensitivity layers for each of the primary RGB colors. The Super CCD SR mimics this structure by using a combination of low-sensitivity and high sensitivity pixels.

FUJI

FINEPIX F700

6.2-Megapixel Digital Camera for the Perfectionist

Waiting for a camera that combines the imaging performance of a 35mm film camera with the versatility of digital photography? Meet the FinePix F700. It's as comfortable in the hand and convenient to use as the best film-based cameras. And, thanks to the exclusive 4th-Generation Super CCD, it captures pictures with quality approaching that of film.

The 6.2-megapixel (S-pixel: 3.1 million, R-pixel: 3.1 million) FinePix F700 features Super CCD SR (Super Dynamic Range) technology to dramatically increased dynamic range, enabling you to capture highlight and shadow detail missed by conventional digital cameras, resulting in images of stunning quality. The FinePix F700's sleek metal body echoes traditional film-camera design with centralized placement of its viewfinder, lens and 1.8˝ LCD screen. In addition, the camera offers on-demand continuous auto-focus, three color modes, manual functions, advanced movie recording capabilities, diminished shutter lag, and at 1.2 seconds, one of the fastest start-up times on the market. It also supports VGA 30 fps movie capture, RAW output and comes with a PictureCradle docking station for easy downloading and battery recharging.

Super CCD SR

Because of their limited dynamic range, the CCDs used in traditional digital cameras have difficulties reproducing high-contrast images containing both dark and bright areas, with shadows tending to lose detail and whites washing out. To assure better dynamic range, the Super CCD SR simulates the extended tonal range characteristics of color negative film, and was based on a thorough study of how the structure of film could be applied to CCD design. Specifically, negative film employs both low sensitivity and high-sensitivity layers for each of the primary RGB colors. The Super CCD SR mimics this structure by using a combination of low-sensitivity R-pixels and high-sensitivity S-pixels, employing extremely precise design and construction for each pixel.

By combining information from both types of sensor elements, the Super CCD SR achieves approximately four times greater dynamic range and significantly greater tonal range — the ability to capture three-dimensional realism with a fine range of highlight tonality as well as a superlative shadow detail and texture.

Extended dynamic range is only the start with the FinePix F700. The next-generation sensor also yields improved resolution, greater sensitivity, higher signal-to-noise ratio, and enhanced color purity. In short: digital image quality that truly challenges photographic film reproduction.

Versatile Exposure Options

◆ The FinePix F700 provides six different ways to get the exposure you want: Auto mode for the ultimate in ease, plus Programmed AE, Aperture-Priority AE (a range of 13 f-steps, from F2.8 to F8), Shutter Speed-Priority AE (1/1000 to 3 seconds), Manual, and Scene Position modes.

◆ The latter gives you instant access to 4 special preset program modes: Portrait, Landscape, Sports, and Night Scene.

◆ To handle the widest possible variety of light conditions, the FinePix F700 also provides three light metering choices: 64-TTL Multi, Spot, and Average.

◆ Like a 35mm camera, the FinePix F700 has an exposure compensation button on the back of camera. This button allows you to easily correct exposure from –2 to +2 EV in 1/3-EV increments.

◆ Select any ISO-equivalent sensitivity from a medium-speed 200 to an ultra-fast 800 and 1600 (at ISO 1600 resolution is automatically set to 1280 x 960), just as you would choose film type depending on subject and shooting conditions.

◆ The Super Intelligent Auto White Balance of the FinePix F700 precisely detects and evaluates lighting conditions on your subjects, even in situations with several different light sources including flash, to deliver highly accurate, natural colors.

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FINEPIX F700

3x Optical Zoom Lens

The F700 features a fast and responsive f/2.8 Super EBC Fujinon 35 optical zoom lens that is equivalent to 35-105mm on a 35mm camera. By designing the lens specifically for the sensor of the F700, Fuji's engineers are able to ensure outstanding pictorial results from wide angle to telephoto. Combined with smooth 2.2x digital zoom (in 1280 x 960-pixel mode), the camera can effectively magnify images up to 6.6x (224mm equivalent).

Quick Response

State-of-the-art LSI features an advanced image processing algorithm to enable high speed processing, smooth tonality and high signal-to-noise ratio. The chip also offers fast start-up and shooting interval times. In fact, the F700 is ready to shoot 1.2 seconds after switching it on.

RAW File Format

To preserve the utmost in image quality, the F700 can save images in RAW file format (42-bit RGB). Despite the large size of these files, the LSI processes images with remarkable speed, so you're always ready for the next shot. RAW files can also be converted into TIFF files with the bundled "RAW File Converter LE" software.

Movie Mode

Movie mode can record 640 x 480 clips with sound at 30 frames per second for up to 4 minutes and 320 x 240 clips 7 minutes. Captured video clip images are smooth and highly detailed, and recorded in the Motion JPEG (AVI) format, so that you can also enjoy viewing each frame as a high-quality still image.

Manual Shooting

If you enjoy having full control over your camera, you'll appreciate the camera's manual shooting features. In fact the FinePix F700 boasts some of the most comprehensive manual controls – all designed to help you take photographs your way. They include manual white balance, exposure compensation, ISO sensitivity, auto exposure bracketing, macro and slow synchro shooting, sharpening, preview and post-view functions.

Comprehensive User Controls

From total automated ease to full manual operation, the FinePix F700 gives you exactly as much control over the picture-taking process as you like – including a unique new way to set all major shooting parameters with a single button.

—Photo Mode Button: A new concept in digital camera operation, this button gives you control over all image quality parameters, including sensitivity and color (Standard, Chrome, and B&W). The chrome setting for example, slightly boosts contrast and saturation for a look that resembles color slide film. When reviewing images, this control can also be used to set DPOF for printing.

—Continuous AF Button: Simply hold your finger on this button to keep a moving subject in focus. The camera also lets you focus on specific areas in the viewfinder using the AF Area Focus mechanism, without having to lock and recompose the shot.

—Continuous Shooting Select Button: Choose among three continuous shooting modes:

• **Top-5 Frame:** 5 frames/second for one second when shutter button is pressed

• **Final-5 Frame:** 5 frames/second for one second just before shutter button is released

• **Long-Period Continuous Shooting:** Available in Auto Programmed mode, it forces the resolution to 1280 x 960 pixels, but allows you to capture up to 40 frames at a continuous 1.8 frames/second.

Symmetrical Camera Design

The styling of the FinePix F700 takes its cue from the clean layout of compact, film-based cameras. The metal-clad body features a symmetrical layout with the lens and LCD screen at the center of the front and back respectively – the LCD is positioned directly behind the lens, aligned on the same plane, eliminating discrepancies in the image. And this centrally positioned lens and LCD produce ideal ergonomics for holding and operating the camera.

Conveniences

◆ PAL and NTSC video output, plus the LCD menu can be displayed in six languages – English, French, German, Spanish, Chinese or Japanese.

◆ Voice memo function lets you record up to 30 seconds of audio at any time. Recordings are saved in the WAV format, and can be attached to any image file.

◆ Supplied NP-40 lithium-ion rechargeable battery lets you to take up to 135 shots with the LCD on or 270 shots with it off.

◆ User-friendly high-resolution 1.8˝, 134000-pixel LCD monitor for clear, glare-free images. (To shoot well you need to see well). Up to 18x playback zoom.

◆ Uses up to 256MB ultra-compact xD-Picture Cards for digital storage media. With compatible USB card reader and PC/Compact Flashcard adapters, xD-Picture Cards can be swapped freely among a wide range of digital cameras and computers.

Supplied and Optional Accessories

The supplied PictureCradle and FinePix Viewer software it a snap to download image files, movie clips, and audio to your PC. The PictureCradle also automatically suppli power to the camera and recharges its battery.

The F700 also includes a 16MB xD-picture card, NP-40 li battery, ACadapter, hand strap, USB and AV cables, ImageMixer VCD for FinePix and RAW File Converter LE.

Optional Accessories include a BC-65 battery charger, DPC-AD PC card adapter, DPC-R1 image memory card reader and the SC-FX700 soft case.

FUJI

FINEPIX S5000

3.1-Megapixel Camera with Amazing 10x Optical Zoom

Featuring a 10x optical zoom and 2.2x digital zoom, the remarkable FinePix S5000 lets you capture high quality images from incredible distances. The FinePix S5000 offers 3.1 million effective pixels, which can produce images of 2,816 x 2,120 (6 million) recorded pixels for high-quality prints up to 16 x 20˝. In addition to powering the camera's resolution, the Super CCD HR sensor provides rich color reproduction and life-like detail in captured images.

The camera also features offers a range of focus systems including TTL contrast multi-zone auto, center point auto, focus lock, continuous AF, manual focus, and AF-assist illuminator. Last, the S5000's traditional styling, pre-programmed scenes, and full manual controls create a pleasurable experience for anybody who want to combine the artistry of photography with the convenience of digital.

FEATURES

4th-Generation Super CCD HR

Incorporating Fuji's 4th-Generation Super CCD HR, the FinePix S5000 utilizes 3.1 million effective pixels for superb quality images of up to 2816 x 2120 (6 million) recording pixels. By boosting resolution through Fuji's advanced miniaturization technology, the Super CCD HR excels at reproducing highly detailed subject information. Together with its highly optimized image processor, this new photo sensor ensures greater sensitivity, higher S/N ratio, and superbly true-to-life color reproduction, for images that are simply breathtaking.

Traditional SLR Styling –

The FinePix S5000's traditional body and large lens provide a familiar feel to photo enthusiasts. The FinePix S5000 measures 4.4 x 3.2 x 3.1˝ (WxHxD) and weighs 11.9 ounces without batteries and media.

Versatile Exposure Controls

The FinePix S5000 provides a choice of six exposure modes: Auto mode for the ultimate in ease, Programmed AE, Aperture-Priority AE (13 aperture settings, from F2.8 to F8), Shutter-Priority AE (1/1000 to 2 seconds), Manual, and Scene Position mode. The latter gives you instant access to four special preset program modes: Portrait, Landscape, Sports and Night Scene. To handle the widest possible variety of light conditions, the camera also offers three light metering choices: 64-TTL Multi, Spot, and Average.

High-Speed Shooting

To capture fast-moving subjects, the FinePix S5000 offers three high-speed continuous shooting modes:

"Top 5-frame"—5 frames/second when shutter button is pressed)

"Final 5-frame" —5 frames/second just before shutter button is released*)

1280 x 960-pixel "Long-period" —1.6 frames/second for up to 40 frames.

High-Speed AF system

The FinePix S5000 employs a state-of-the-art AF system to make autofocus quicker and more precise than ever. An AF-Assist Illuminator ensures accurate focus in low light or night scenes. And the AF Area Focus system lets you focus on specific areas within the frame, making composition easier and more flexible.

Wide Range of ISO settings

Select ISO-equivalent sensitivity of AUTO, 200, 400 or a very high-speed 800, depending on subject and shooting conditions. The higher ISO settings allow non-flash shooting in low-light conditions, as well as helping to prevent camera shake. (At ISO 800 resolution is automatically set to 1280 x 960).

RAW Data Recording

In addition to the standard JPEG format, the FinePix S5000 can save captured images in RAW file format. Especially valuable when you want to preserve the uncompressed image data, RAW files can be converted into TIFFs with the bundled RAW File Converter LE software.

Photo Mode Button

A new Photo Mode button gives you control over all image quality parameters, including sensitivity (AUTO or MANUAL: ISO equivalent 200, 400, and 800), and color (Standard, Chrome, and B&W). The Chrome color setting, for example, slightly boosts contrast and saturation for a look that resembles color slide film. When reviewing images, this control can also be used to set DPOF for printing.

Exposure Bracketing

Exposure Bracketing Mode lets you automatically capture three consecutive exposures in 1/3, 2/3 or 1 EV increments over and under the set exposure.

Electronic Viewfinder

User-friendly, high-resolution 0.33-inch, 110,000-pixel LCD electronic viewfinder (EVF) gives you a clear, bright preview of fully 90% of the frame. It also displays full information for each shot, including shot number, shutter speed, aperture, and ISO setting.

For optimal viewing for any eyesight, the EVF includes a diopter adjustment dial.

Alternatively, you can switch the view to the 1.5-inch LCD monitor on the back of the camera.

Multi-Language LCD Display

The LCD menu can be displayed in any of six languages: English, French, German, Spanish, Chinese, or Japanese. In addition to its multilingual talents, the FinePix S5000 is compatible with both PAL and NTSC video formats, so your camera is at home anywhere in the world.

Massive 22x Zoom (10x Optical, 2.2x Digital)

The FinePix S5000 features a new, high-performance 10x Fujinon zoom lens covering a remarkable focal length range of 37 – 370mm (35mm camera equivalent).Want to zoom in more? The 2.2x digital zoom boosts total magnification up to 22x, or a focal length equivalent of approximately 814mm.

The optional 0.79x Wide Conversion lens and 1.5x Tele Conversion lens extend your shooting range even further. And newly designed Fujinon optics minimize chromatic aberration to assure crisp, clear, sharp images at all zoom settings.

Manual Shooting Functions

For total creative freedom, the FinePix S5000 gives you a wide range of manual controls. They include manual white balance (Fine, Shade, Fluorescent Daylight, Warm White and Cool Light, Incandescent Light), exposure compensation (±2 EV in 1/3-EV increments), ISO sensitivity setting, macro shooting (as close as 10cm), slow-synchro shooting, and more.

xD-Picture Card Support

The FinePix S5000 is designed around the xD-Picture Card. Capacity of up to 512MB lets you record high-resolution images without worrying about memory limitations. With a compatible USB card reader or PC/CompactFlash card adapter, xD-Picture Cards can be swapped freely among a wide range of computers and other devices.

Low Power Consumption

Thanks to its power-saving design, the FinePix S5000 is capable of taking up to 260 shots on a single set of four AA alkaline batteries. (* With the LCD turned off and using the flash for 50% of shots). Powered by 4 AA alkaline or NiMH batteries.

Movie Recording Function

The camera can capture QVGA digital video at 30 frames per second, with sound, to create short clips that can be replayed. The S5000 can record 26-second 320 x 240 pixel movies with a 16MB xD-Picture Card, or 14.6 minutes of video to a 512MB xD-Picture Card. Captured video images are smooth and highly detailed. Movies can be burned onto CODs for storage using the ImageMixer VCD for FinePix 2.0 software.

Voice Memo Function

Attach 30-second voice notes to each photo, which is useful for tracking and describing a large portfolio of images.

In the Box

The FinePix S5000 comes bundled with four AA alkaline batteries, a 16MB xD-Picture Card, USB cable, AV cable, shoulder strap, FinePix Viewer, ImageMixer VCD for FinePix, and RAW File Converter LE.

Optional accessories include SC-FXS5 soft case, AC-5VH AC Power Adapter, WL-FX9B and TL-FX9B converter lenses. Also optional DPC-AD PC Card Reader, PC Card, DPC-R1 Image Memory Card Reader

FUJI

FINEPIX S7000

6.3-Megapixel 'Super CCD HR' Camera

The most imaging capability ever seen in a 'prosumer' camera, the FinePix S7000 features a 6.3-megapixel Super CCD HR sensor that produces an unbelievable 12 million recorded pixel output. A serious digital alternative to a film SLR, the compact FinePix S7000 is an ergonomic tool for professional photographers, but also represents an irresistible package for the ambitious newcomer to digital photography. The FinePix S7000's manual modes enable you to exert creative control over aperture, focusing shutter speed and flash. This, combined with the Super EBC 6x optical Fujinon lens, means that even the most ambitious images can become a reality. If you stop at nothing in pursuit of quality, the S7000's RAW mode stores images exactly as they were recorded, pixel by pixel, every time. The S7000 aslo features a cable release socket, external flash shoe and VGA digital movie mode, recording at 30 frames per second (fps), with sound. A dual card slot enables the use of both xD-Picture Card and CompactFlash/IBM Microdrive cards, a combination of formats that will soon be capable of several GBs of memory.

FEATURES

6x Optical Zoom

◆ The camera sports a fast F2.8 Super EBC (Electron Beam Coating) Fujinon 6x optical zoom lens from 35 to 210mm (35mm equivalent). Incorporating professional quality and high-precision, the lens delivers outstanding detail and clarity.

◆ The lens is of a floating type and is a mere 46mm in depth with ten elements in seven groups including two aspherical lenses. It has extremely low chromatic aberration and multi-layer coating. Five-blade rounded diaphragm mechanism with 13 f-stops, offers a wide variety of depths of field.

◆ The lens may be manually focused by using an electronic ring at the end of the lens barrel. An optional AR-FX9 lens adapter allows the use of 55mm filters or add-on lenses. There are two auxiliary lenses available, the WL-FX9 is a 0.79x adapter that makes the S7000's lens equivalent to 28mm at wide angle. The TL-FX9 is a 1.5x adapter that extends the S7000's lens out to 315mm in telephoto.

◆ Smooth digital zoom up to 3.2x (in 640 x 480 mode) is also available. Combined with the 6x optical zoom, the S7000's19.2x magnification offers the equivalent of a 35-668 mm zoom.

Fourth-Generation Super CCD

◆ Even before the Super CCD technology takes control of the image, photographs taken with this camera will possess a class-leading 6 million pixels. After the Super CCD HR has processed the file, the image output is an unheard of 12 million pixels (4048 x 3040) allowing you enlarge to gallery-size prints.

◆ Fuji's SuperCCD HR technology also delivers the renowned Fuji color reproduction, and the sensitive octagonal diodes ensure that images are awash with accurate detail, even in low-light situations.

High-Speed Shutter

◆ The S7000 features electronic shutter speeds from 15 seconds to an amazing 1/10,000-second when shooting manually. The combination of extremely fast shutter speed and high sensitivity setting opens a new world of creative and technical possibilities.

Sensitivity

◆ The S7000 offers high sensitivity settings (up to ISO 400 automatically, and manually up to ISO 800)allowing photography in a wide range of situations, including low light without flash.

Fast-Action Dual Method AF

Super intelligent fast-action dual-method auto focusing measures AF data in two steps: First, the AF sensor helps the camera to instantly measure the distance from the subject, then CCD contrast focus precisely adjusts the focus. The result: quicker and more accurate focusing in any situation, even low light. It also lets you focus on specific areas in the viewfinder using the AF Area Focus mechanism without having to lock and recompose the shot.

High-Speed Shooting Modes

High-speed continuous shooting for capturing fast moving subjects. Choose from:

— **"First 5-frame" Continuous Shooting** (3.3 frames/second for one second when shutter button is pressed)

— **"Final 5-frame" Continuous Shooting** (2 frames/second for one second just before shutter button is released)

—**1280 x 960-pixel Long-period Continuous Shooting** (1 frame/second for up to 40 frames)

◆ Although you can shoot 25 frames (5 fps for 5 seconds) in continuous mode, only the final frames just before the shutter button is released are actually captured.

FINEPIX S7000

RAW Mode

◆ In addition to JPEG compression settings, the S7000 can record full resolution images as RAW files. This preserves maximum image quality, since data is recorded to the memory card directly from the CCD without degradation.

◆ RAW mode lets you adjust image quality parameters such as bit depth, white balance, contrast, sharpness, and color saturation, which can then be applied to the RAW data with bundled software

Conveniences

◆ PAL/NTSC video output to TV

◆ Enlarge an image up to 18x using Playback Zoom on the LCD. Blown up images can be cropped and recorded as new (minimum size 640 x 480 pixels).

◆ Convenient voice memo function enables you to record up to 30 seconds of audio (WAV format.), which can then be attached to any image file.

Shooting Modes

◆ The S7000 is equipped with four exposure modes including Program, Shutter (3 to 1/1000 of a second) and Aperture (13 f-stops from f2.8 to f/11) Priority and Manual mode as well as a full Auto Mode and five scene modes:

– In Auto mode the camera instantaneously adjust the exposure and color balance using high precision 64-zone TTL metering and intelligent auto white balance according to shooting conditions

– Five scene position modes tailored to particular types of shots such: Portrait, Landscape, Sports and Night Scene.

– You can choose a mode of color representation: slide, negative or black & white film. The camera can imitate the characteristic features of each of them while differentiating between the saturated high-contrast colors of slide film and the more balanced, natural colors of color negative film. And if your a nostalgia fan, you'll enjoy the B&W function.

◆ Super Macro mode let move in to an amazing 1cm from your subject. At this distance, an area measuring approximately 20 x 30 cm fills the viewfinder

Electronic Viewfinder

◆ The FinePix S7000 comes with user-friendly, high-resolution 235,000-pixel LCD viewfinder ensures a crystal-clear preview image, free of the usual glare problems. It offers true TTL framing and full on-screen information for each shot, including shot number, shutter speed, f-stop, ISO setting, exposure compensation, histogram, etc. The EVF also features a dioptric control allowing it to be adjusted to perfectly match each user's eyesight.

◆ The "Picture-in-Picture" function, which doubles the size of the image in the center of the viewfinder, enables you to check the accuracy of focusing. This electronic viewfinder can be selected to display actual and playback images instead of the LCD monitor. This feature comes in very handy when it is hard to see the image clearly in bright environments.

◆ Engineered for low power consumption, the S7000 can capture up up to 210 shots (with EVF on and LCD off) on a single set of four AA alkaline batteries.

Creative Functions

The FinePix S7000 boasts some of the most comprehensive manual shooting controls of any digital cameras in its class — functions designed to meet the demanding needs of professional photographers. Many of them are inherited from Fuji's advanced FinePix S2 Pro digital SLR.

◆ Frequently-used functions such as resolution and sensitivity are easy to adjust using the blue 'F' button.

◆ Exposure compensation from –2 to +2 EV in 1/3-step increments.

◆ Auto Exposure Bracketing Mode lets you automatically capture three consecutive exposures in 1/3, 2/3 or 1 EV increments over and under the set exposure.

◆ Offers extended exposure of up to 15 seconds, with lower noise than ever before. Wide range of slow shutter speeds makes possible a variety of unique effects.

◆ Multi-exposure mode allows you to preview and compare different exposures of the same image before saving the best.

◆ Intelligent Auto White Balance plus manual mode with six preset settings. In addition to manual white balance, a Custom White Balance setting is available.

◆ Offers three sharpness settings: Hard (emphasizes the edge area) Normal and Soft (turns off in-camera sharpening).

◆ View the histogram of a captured image on the 1.8-inch 118,000-pixel LCD monitor before or after recording the image on the memory card.

◆ Super CCD HR allows VGA-sized (640 x 480 movie recording at 30 frames a second, including sound. You can also capture QVGA-sized (320 x 240) clips recorded at the same frame rate for sending high-quality video e-mails.

Furthermore, captured video clips are smooth and highly detailed, and recorded as AVI files, so you can also enjoy viewing each frame as a high quality still image.

FUJI

FINEPIX S7000

SLR Camera-Style Operation and Handling

- ◆ The body design of the S7000 offers quality SLR-style handling, enhanced with a large grip and improved control layout. High-end SLR camera enthusiasts will feel immediately at home, with a design that naturally fits the hands, and offers logical, well-placed controls.
- ◆ The FinePix S7000 is equipped with convenient dual media slots for xD-Picture Cards and/or CompactFlash/Microdrive cards letting you concentrate on the shooting without worrying about storage space. You can even insert different types of media in each slot and select which one you want to use to store each image as you shoot.
- ◆ In addition to the built-in pop-up flash, a hot shoe enables synchronized use of external flash units. It can synchronize with an external flash at any shutter speed up to 1/1,000 second.
- ◆ Optional wired remote shutter release to take pictures without shaking.

Compact and Lightweight

Although the FinePix S7000 incorporates a 6x zoom lens, with the lens part retracted, the depth of its compact body is a mere 46mm. Furthermore, due to the alloy exterior that uses magnesium for the body and aluminum for the lens barrel, a lightweight body of only 14.5 oz. (without battery) has been achieved.

Supplied and Optional Accessories

Camera comes complete with a 16MB xD-Picture Card, 4AA batteries, shoulder strap, A/V and USB cables, and CD-ROM including USB driver, FinePix Viewer, ImageMixer for FinePix and RAW File Converter LE.

However, the FinePix S7000 features superior expandability when used with accessories. A 0.79x wide-angle conversion lens (28mm equivalent) and 1.5x telephoto-conversion lens (315mm equivalent) are available as options. The lenses accept 55mm filters and the hot shoe on the upper part of the camera body enables the synchronized use of external flash units.

FinePix 5000/7000 Accessories

AC-5VH *(4353107)*
AC Adapter/Battery Charger for the FinePix S5000 and S7000 ....**39.95**

2HR-3UF: Set of two Rechargeable Batteries for FinePix S5000/S7000 ....**Call**

BK-NH/BK-NH2: Battery Charger with two Rechargeable Batteries for FinePix S5000/S7000 ....**Call**

xD-Picture Cards
Ultra-compact image memory cards for all FinePix digital cameras
32MB Card *(FUXD32MB)* **17.95**
64MB Card *(FUXD64MB)* **34.95**
128MB Card *(FUXD128MB)* **59.95**
256MB Card *(FUXD256MB)* **119.95**
512MB Card *(FUXD512MB)* **199.95**

DPC-AD PC Card Adapter *(43955105)*
PC Card adapter for xD-Picture and SmartMedia memory cards **69.95**

DPC-CF PC Card Adapter
CompactFlash Card Adapter for xD-Picture memory cards ....**Call**

DPC-UD1 xD-Picture Card Reader *(43960202)*
Small, handy USB stick card reader for xD-Picture cards..**Call**

DPC-R1 Dual-Slot Card Reader *(43960202)*
USB card reader for xD-Picture and SmartMedia cards...**59.95**

WL-FX9 Wide Angle Lens *(FUWLFX9)*
0.79x wide-angle conversion lens for FinePix S5000/7000. To use with the S7000, it requires the optional AR-FX9 lens adapter ring **139.95**

TL-FX9 Teleconverter Lens *(FUTLFX9)*
1.5x telephoto-conversion lens for FinePix S5000/S7000. To use with the S7000, it requires the optional AR-FX9 lens adapter ring **144.95**

AR-FX9 Lens Adapter Ring (FUARFX9) **44.95**

FPF-34 Flash
External flash unit for FinePix 5000 and 7000. The unit can be attached to the cameras with a bracket. Guide number is 34. The flash is triggered via the slave function........................**Call**

FINEPIX COMPARISON CHART

	A205	A210	A310	S3000	S5000	S7000	F410
Camera Effective Pixel Rating	2.0	3.2	3.1	3.2	3.1	6.3	3.1
CCD Total Pixels	2.1	3.34	3.14	3.34	3.14	6.63	3.14
Recorded Pixels Output File	1.9	3.15	6	3.2	6	12.3	6
Optical Zoom (X)	3	3	3	6	10	6	3
Digital Zoom (X)	2.5	3.2	2.9	3.2	2.2	3.2	4.43.2
Memory Card Compatibility	xD Card	xD Card	xD Card	xD Card	xD Card	xD Card MicroDrive	xD Card
CCD Type	1/2.7"	1/2.7"	Super CCD HR 1/2.7˝	1/2.7"	Super CCD HR 1/2.7˝	Super CCD HR 1/1.7˝	Super CCD HR 1/2.7˝
Lens Focal Length (=35mm)	36-108mm	36-108mm	38-114mm	38-228mm	37-370mm	35-210mm	38-114mm
Aperture Range	F3.0/F7.0 (W) F4.8/F10.8 (T)	F3.0/F7.0 (W) F4.8/F10.8 (T)	F2.8/F4.8 (W) F7.0/F11.6 (T)	F2.8/F3 F3.2-F9(T)	F2.8-F8(W) F3.2-F9(T) 10 Segments in 1/3 Increments	F2.8-F8	F2.8/F7.0 (W), F4.8/F11.6 (T)
Shutter Speed Range (seconds)	1/2 - 1/2000 Sec	1/2 - 1/2000 Sec	2 Sec - 1/2000 Sec	3 - 1/1500 Sec	AUTO / Manual:	15 sec. - 2 sec - 1/2000 sec	1/4 - 1/2000 sec 1/10,000 sec
Focus System	TTL Contrast-Type, Auto Focus	TTL Contrast-Type, Auto Focus	TTL Contrast-Type, Auto Focus	TTL Contrast-Type, Auto Focus	TTL Contrast Multi Zone Auto, Center Point Auto, Focus Lock, Continuous Auto Focus (C-AF), Manual Focus, AF assist illuminator available	TTL Contrast Contrast Auto, Area Auto Focus, Center Auto Focus, Manual Focus, Focus Lock	TTL Contrast-Type, Auto Focus
Focus range (x´ to infinity)	2.6´	2.6´	2.0´	2.6´	3.0´(W), 6.6´(T)	1.6´	2.0´
Viewfinder Type	Optical Real Image Rangefinder	Optical Real Image Rangefinder	Optical Real Image Rangefinder	Electronic Viewfinder (0.33˝ w/110,000)	Electronic Viewfinder (0.33˝ w/110,000)	Ultra High Resolution Electronic (0.44˝ 235,000 pixel LCD)	Optical Real Image Rangefinder
Diopter adjustment	No	No	No	No	Yes	Yes	No
Flash Range	2.6-11.5´ (W) 2.6-9.8´ (T)	2.6-11.5´ (W) 2.6-9.8´ (T)	1.0-16.4´ (W) 1.0-13.1´ (T)	1-11.5´ (W) 2.6-11.5´ (T)	1-19.7´ (W) 2.6-18.0 (T)	1-27.9´ (W) 3-25.9´ (T)	1.3-11.5´ (W) 1.3-6.6 (T)
Hot Shoe / Flash Terminal	No	No	No	No	No	Yes	No
LCD Type	1.5" D-TFD - 55,000	1.5" TFT - 60,000	1.5" TFT - 60,000	1.8" TFT - 62,000	TFT - 110,000	1.8" TFT - 118,000	1.5" TFT - 118,000
File Formats	Exif Print, AVI Motion JPEG	Exif Print, AVI Motion JPEG	Exif Print, AVI Motion JPEG	Exif Print, AVI Motion JPEG	Exif Print, AVI Motion JPEG, WAV	Exif Print, RAW, AVI Motion JPEG, WAV	Exif Print, AVI Motion JPEG, WAV
Audio Out	No	No	No	No	Yes	Yes	Yes
Audio Record	No	No	No	No	30 sec. Annotation / Image		
Movie Modes	Motion JPEG (no sound)	Motion JPEG (no sound)	Motion JPEG (no sound)	Motion JPEG (no sound)	Motion JPEG QVGA 30 fps (with sound)	Motion JPEG VGA full 30 fps (with sound)	Motion JPEG (with sound)
Movie Resolution	320x240 10fps 20 sec. or (e-mail) 160x120 10 fps 80 sec. (All without sound)	320x240 10fps 60 sec. or (e-mail) 160x120 10 fps 240 sec. (All without sound)	320x240 10fps 120 sec. or (e-mail) 160x120 10 fps 480 sec. (All without sound)	320x240 10fps 60 sec. or (e-mail) 160x120 10 fps 240 sec. (All without sound)	QVGA (320x240) 30 fps with sound	Full VGA (640x480) 30 fps with sound or QVGA (320x240) 30 fps with sound	320x240 10 fps 120 sec. or e-mail 160x120 10 fps 480 sec. (All with monaural sound)
Dimensions	3.9 x 2.6 x 2.1˝	3.9 x 2.6 x 2.1˝	3.8 x 2.5 x 1.3˝	3.9 x 3.0 x 2.7˝	4.4 x 3.2 x 3.1˝	4.8 x 3.2 x 3.8˝	3.3 x 2.7 x 1.1˝

HP

PHOTOSMART 635

2.1-Megapixel 'PhotoSmart' Digital Camera

Designed to meet the needs of amateur photographers, this cameras offers high performance with superb image quality. The Photosmart 635 delivers great digital snapshots with 2.1-megapixel resolution and up to 12x total zoom - 3x optical and 4x digital. It features one-touch, fully automatic shooting plus manual overrides for adding creative touches. It can record video with audio and is limited only by the size of the memory card. Built-in microphone allows voice memos to be added to images. For added convenience, it lets you snap a photo and select on the camera where it will go (e-mail address, printer, etc.) the next time you dock or connect to your PC using HP Instant Share. Easily print without a computer via USB cable, or the camera's memory card.

Optional Photosmart 8886 camera dock enables effortless sharing of photos to computer (or select HP printers), recharging of batteries, and slide shows on TV using the wireless remote.

FEATURES

◆ Capture sharp, clear photos with 2.1 MP total resolution

◆ 3x optical (equivalent to a 38-114mm zoom in 35mm), plus 4x digital for seamless 12x total zoom.

◆ Store photos and video on the 16 MB internal memory, or use up to 256MB Secure Digital (SD) or MultiMedia (MMC) memory cards.

◆ Record 320 x 240 pixel video (at 24 fps) with audio— with length limited only by the storage space on your memory card.

◆ Record up to 60-second audio memos with each still image

◆ Automatic settings let you take great-looking photos with no guesswork —no worrying about about light levels, shutter speeds or exposure times. Plus manual controls for sharpness, saturation, contrast, ISO, exposure and white balance are available with handy on-camera buttons and menus.

◆ Three scene modes (action, portrait and landscape)

◆ Save battery power with optional AC adapter

◆ Works easily with USB 2.0 compatible PCs and Macs

◆ See your photo right after you take it on the 1.6-inch, integrated LCD panel - then keep only your best photos. Operate menus and HP Instant Share (see below) all from the back of your camera

◆ Direct connect technology allows you to insert your memory card into memory card slots on select HP Photosmart color inkjet printers and all-in-ones.

◆ Direct photo printing allows you to attach the Photosmart 635 directly to an HP Photosmart printer or select all-in-one with a USB cable and easily print photos— no PC required. Using the LCD display and front-panel button on select HP Photosmart color inkjet printers, you can also print a page of thumbnail images directly from the camera.

HP Instant Share

◆ Take a photo and immediately choose from the back of the camera which destinations will receive the photo when the camera is reconnected to a PC. Two of the 31 available destinations are print options. Remaining destinations are downloaded from the PC and can be used for e-mail addresses, distribution lists, hpphoto.com, and more. Receivers get custom e-mails with thumbnail-size images that are viewed on the HP Instant Share home page - no large attachments, no downloads.

Photosmart 435

The Photosmart 435 delivers true- true-to-life photo quality in a snap. With 3.1 MP effective resolution, 5x digital zoom, and great shot-to-shot speed, it is easy to capture great digital shots. Then share them with family and friends using HP Instant Share—the easy and fast way to send photos via e-mail or to your printer. Record memories in motion and sound using the video-clip capture with audio. The optional HP Photosmart 8886 camera dock offers added convenience—it connects easily to your PC or TV, includes a remote control for viewing photos, and recharges your camera camera batteries. And it is easy to print photos directly from your camera to an an HP Photosmart printer or select HP all-in-one—no computer is required!

B&H
PHOTO - VIDEO - PRO AUDIO

For Any Inquiries Regarding Your Order, Call Our Customer Service:
(800) 221-5743 • (212) 239-7765 • FAX: (800) 947-2215 • (212) 239-7549

Bundled Software

◆ HP Photo and Imaging Software offers seamless integration (of HP Photosmart cameras, scanners and printers) for selecting, viewing, sharing and printing images. First it uploads images from the camera to your computer. Browse through the images, if you want, you can drag and drop them into other applications. Want to print? Adjust (rotate, crop, enlarge, color correct) and then create album pages, proof sheets or enlargements. One set of instructions, icons, and menus make the software easy to learn.

◆ HP Memories Disc Creator software allows photos to be arranged, previewed, and displayed in slide-show fashion (once they have been burned to a CD). A music file and title slide can accompany the photos. The slide show can then be copied to other CODs, or printed as an album or as thumbnails. The software can store up to 499 digital images. The personalized slide show can be previewed and changed before it is archived to CD.

Optional Digital Dock

Give your digital camera its own dock and you'll be able to easily share, print, e-mail and store all those cool photos and videos. And as an added bonus—while the camera is docked, your batteries will be recharged.

◆ Simply connect your dock/camera to a PC or Mac, (plug and play via USB connection) TV, or select HP printers and get one-step results:

◆ View, print, share, e-mail, and store photos and videos print photos directly to an HP Photosmart printer (no PC required); share photos with family and friends via HP Instant Share; enjoy "armchair" TV viewing of images using the supplied wireless remote. And recharge your camera batteries while docking!

◆ Includes wireless remote control, USB & A/V cables, 2 AA alkaline batteries, 2 AA NiMH rechargeable batteries, 3.3 volt A/C adapter and power cord. Compatible with HP Photosmart 435, 635, 735 and 935 digital cameras.

PHOTOSMART 735

3.2-Megapixel 'PhotoSmart' Digital Camera

Stepping up from the Photosmart 635, the HP Photosmart 735 delivers even higher quality digital snapshots with 3.2-megapixel resolution and up to 15x zoom - 3x optical and 5x digital - from a Pentax precision lens for clear, crisp photo prints. It also adds picture modes (action, portrait, landscape, burst) and more exposure control with preset modes (auto action, landscape, portrait, portrait and aperture priority) as well as white balance, saturation, sharpness, 3 levels of quality settings, macro mode, night mode flash, burst mode.

FEATURES

◆ Like the Photosmart 635, it will let you snap a photo and select on the camera where it will go (from up to 31 destinations) the next time you dock or connect to your PC using HP Instant Share.

◆ One-touch, fully automatic technology delivers great shots with manual overrides for adding creative touches.

◆ Record 320 x 240 pixel video (at 24 fps) with audio— with length limited only by the storage space on your memory card.

◆ On-camera help wizard acts as a guide.

◆ The on-camera microphone also allows attachment of real-life audio clips to still photos. Record up to 60-second audio memos with each still image

◆ Easily print without a computer via USB cable, or the camera's memory card.

◆ The optional dock enables effortless sharing of photos to computer (or select HP printers), recharging of batteries, and slide shows on TV using wireless remote.

◆ Direct connect technology allows you to insert your memory card into memory card slots on select HP Photosmart color inkjet printers and all-in-ones.

◆ The 735 is bundled with both HP Photo and Imaging Gallery and HP Memories Disc Creator software, which will allow you to easily edit, create and print photos, including photo album pages and digital slideshows that can be viewed on a TV or computer.

HP

PHOTOSMART 935

5.3-Megapixel 'PhotoSmart' Digital Camera

HP's first 5.3-megapixel camera, the Photosmart 935 delivers beautiful photos and enlargements. The Pentax precision lens allows for 21x total zoom - 3x optical and 7x digital. Other step-up features from the Photosmart 735 include a 3x real-image zooming optical viewfinder, and built-in 32MB of memory. Like the Photosmart 735, you can select on your camera where photos will go the next time you dock or connect connect to your PC—like e-mail addresses or printers! Has automatic or manual controls to ensure you get the results you want—with the assistance of on-camera help wizards. You can even record memories in motion and sound using the video-clip with audio feature. Also compatible with the optional Photosmart 8886 camera dock that connects easily to your PC or TV, recharges your camera, and includes a remote control.

48

PHOTOSMART 945

5.3-Megapixel 'PhotoSmart' Digital Camera

The Photosmart 945's impressive suite of features makes it the perfect digital camera for creative amateur photographers as well as ambitious beginners looking for an easy to use and reassuring digital camera with an array of benefits. With impressive zoom capabilities and exceptional functions, this camera offers creative and versatile digital photography with 5.3-megapixel resolution, an 8x optical and 7x digital zoom (56 x total zoom), a 32MB Secure Digital (SD) storage memory card, SLR-type micro display viewfinder and a large 2˝ LCD display.

◆ The Photosmart 945 is also the world's first digital camera with HP's break-through Adaptive Lighting technology. This exclusive technology is included in the camera's "digital flash" feature and permits digital cameras to produce photos more accurately - the way you remember them. It balances brightness relationships between bright and dark areas in a photo, preserving gentle contrasts but compressing harsh contrasts. With clear and easy-to-use "low", "high" and "off" settings, the camera automatically balances shots by lightening specific areas within a photograph.

◆ HP's unique on-camera help allows the creative photographer to access quick and clear guidance on how to take the best picture with the Photosmart 945's wide ranging functions. In addition, its manual controls allow concurrent photos to be taken through 'burst' mode

◆ Exposure modes include: Auto, Action, Landscape, Portrait, Aperture Priority, and Shutter Priority

◆ Also offers ±3 EV exposure compensation (in 1/3 EV increments), and 3 AE Metering settings (average, center-weighted and spot metering).

◆ 1 frame per second burst mode, up to 6 frames

◆ For easy to use and versatile sharing options, the Photosmart 945 is available with the optional Photosmart 8881 digital camera docking station. The docking station enables you to download, email or print images direct to a photo printer in one easy step without using a PC.

◆ You can also view pictures, videos and slideshows on TV. In addition, the Photosmart 8881 enables convenient in-camera battery recharging via the included AC adapter and rechargeable batteries.

HP

PHOTOSMART COMPARISON CHART

Photosmart	945	935	735	635	435
Resolution	5 MP (2608 x 1952)	5 MP (2608 x 1952)	3.2 MP (2140 x 1560)	2.1 MP (1636 x 1236)	2048 x 1536 pixels
Lens	8x optical zoom	3x optical zoom	3x optical zoom	3x optical zoom	Fixed
Picture Mode	Portrait, landscape	Action, Portrait, Landscape	Action, Portrait, Landscape, Burst	Standard, portrait	Standard, action, night, black and white
Exposure Rating	Auto (default), ISO 100, 200, 400	Automatic and manual ISO 100, 200, 400	ISO 100, 200, 400	Auto: ISO 100, 200, 400	ISO 100 (default), 200, 400, Auto
Exposure Control	**AE, EV Compensation**: +/-3 in 1/3 EV steps **Exposure Mode:** Auto, Action, Landscape, Portrait, Aperture Priority, Shutter Priority, Video **White Balance**: Auto, Sun, Shade, Tungsten, Fluorescent, Manual **AE Metering**: Average, Center-Weighted Spot **ISO Speed**: Auto, ISO 100, ISO 200, ISO 400 **Digital Flash**: Off (default), Low, High **Contrast**: High, Medium, Low **Saturation**: High, Medium, Low **Sharpness**: High, Medium, Low **Color**: Full Color, Black & White, Sepia	**AE, EV Compensation**: +/-3 in 1/2 EV steps **Exposure Mode:** Auto (default), Action, Landscape, Portrait, Aperture Priority, Shutter Priority **White Balance**: Auto, Sun, Shade, Tungsten, Fluorescent, Manual **AE Metering**: Average, Center-Weighted (default), Spot **Contrast**: High, Medium, Low **Saturation**: High, Medium (default), Low **Sharpness**: High, Medium (default), Low	AE, EV Compensation, **Exposure Mode:** Auto, Action, Landscape, Portrait Aperture Priority **White Balance**: Saturation, Sharpness, Three levels of quality settings, Macro mode, Night mode flash, Burst mode	EV compensation, **white balance,** sharpening, and color saturation	Auto Exposure (AE), **Auto White Balanced;** Exposure control - Daylight; Tungsten; Fluorescent; Shade; EV - 2.0 to + 2.0 in 0.5 steps; ISO = Auto, 100, 200, 400
Shutter Speed	16 to 1/2000 sec	15 to 1/2000 sec	NA	1/1000 sec at f2.9, 1/2000 sec at f5.6	1/1.5 to 1/1000 sec
Zoom Capability	56x (8x optical, 7x digital)	21x (3x Optical, 7x Digital)	15x (3x Optical, 5x Digital)	12x (3x optical, 4x digital)	5x digital zoom, continuous
Focus	Normal, macro, infinity, manual focus	Normal, macro, infinity focus	Normal, macro	Auto focus only, macro optional	Fixed focus
Shooting Mode	Normal, self-timer, self-timer - 2 shot, burst mode	Single shot still, self timer, self timer two-shot, movie mode	Single shot, self timer (10 sec wait time), burst, macro, action, Landscape, portrait, aperture priority (f2.6 and f4.9) video	Single shot, self-timer	Single shot, self timer, video clips
Viewfinder	Zooming 1/4 VGA color sequential micro display viewfinder with diopter control	Point-and-shoot-type separate 3x real image zooming optical rangefinder with 78% coverage	Point-and-shoot-type separate 3x real image zooming optical rangefinder	Optical viewfinder, LCD	Optical range viewfinder
Dims. (WDH)	4.84 x 3.35 x 3.35˝	3.8 x 1.8 x 2.6˝	4.13 x 1.8 x 2.8˝	3.97 x 1.64 x 2.61˝	4.59 x 2.25 x 1.54˝

DIGITAL CAMERAS

49

KODAK

CX-6200/6230/6330

EasyShare' Digital Cameras

Put the world of digital photography in the palm of your hand. The award-winning Kodak EasyShare digital photography system — consisting of cameras, software, docks, inkjet and thermal papers, and accessories — makes it simple to shoot, organize, share, and print high quality pictures. Place an EasyShare camera in an optional Camera or Printer Dock 6000, touch a button and your pictures are automatically transferred from the camera to your computer. Plus, the camera's battery is quickly recharged every time you dock it. Pictures can be viewed, enhanced, e-mailed or printed. Or press print, and you'll have vibrant 4 x6˝ borderless photos that will last a lifetime. All cameras include Kodak EasyShare software, providing quick digital picture transfer, organization, editing, e-mailing, and printing. The One Touch to Better Pictures feature helps you get vibrant, true-to-life prints from your home inkjet printer. Designed for the value-conscious getting into digital, the CX-6200 features 2-megapixel resolution, 3x digital zoom, 30 second video clips with sound, and exclusive Kodak Color Science technology for outstanding image fidelity. The CX-6230 adds a 3x optical Kodak Retinar aspheric all-glass zoom lens, 3.3x digital zoom, auto picture rotation, burst mode and three scene modes. The CX-6330 steps up with a 3.1-megapixel CCD multi-zone auto focus, high speed shutter, faster burst mode, and unlimited movie recording.

CX-6200 FEATURES

◆ A great way to get started in digital. With a 2.1--megapixel CCD it offers beautiful images with up to 1600 x 1200 resolution for e-mailing, or stunning 8 x 10˝, photo-realistic prints from your inkjet printer.

◆ Equipped with a 37mm (35mm equivalent) for crisp, sharp pictures

◆ Auto white balance and exposure with center-weighted metering means even poorly lit pictures look great.

◆ To ensure the highest picture quality , it incorporates the power of Kodak color science inside, Kodak's built-in proprietary color management technology that produces exceptional color quality under any lighting condition.

◆ Bright 1.6˝ LCD screen lets you preview and review your shots so you'll know if you got the perfect shot. Also offers an optical viewfinder.

◆ 8MB of internal memory plus a MMC/SD (MultiMedia Card/Secure Digital) expansion slot, so you can keep shooting with optional MMC or SD memory cards.

◆ Multiple color modes (color, sepia, black and white)

◆ 30-second 320 x 240 pixel video capture at 15 frames per second with audio

◆ Built-in multi-mode flash (auto, full, red-eye, off) with 8´ range

◆ Video output lets you connect to a TV or monitor for immediate playback

◆ With "Always Ready" capture mode, you can snap pictures anytime—regardless of the camera setting.

◆ Powered via CRV3 lithium battery or two AA lithium or Ni-MH batteries. (NiMH batteries are charged with the camera dock in-camera or with a NiMH battery charger).

Share Button

Share pictures easily with one-touch. Kodak's exclusive red-jeweled "Share" button allows you to tag pictures for easy printing, e-mailing or as favorites - right on the camera's LCD display. Simply choose the picture and select the number of prints required. When the cameras are placed in the camera dock and pictures are transferred, the EasyShare software automatically launches the print screen for making prints at home or ordering online through service providers. E-mail tagging is also simple - just tag the picture you want to e-mail and select an address directly from the cameras, which store up to 32 e-mail addresses. You'll never forget to share your pictures again.

B&H *PHOTO • VIDEO • PRO AUDIO* *EQUIPMENT LEASING AVAILABLE*

CX-6200/6230/6330

CX-6230

Step-up Features

◆ Features adds a 3x optical Kodak Retinar aspheric all-glass zoom lens, (equivalent to a 36-108mm in 35mm) and 3.3x digital zoom for crisp, clean shots with up to 10x telephoto.

◆ In addition to full auto mode, the camera offers three Scene Modes (Close-up, Night and Landscape).

◆ Macro mode down to 3.9˝

◆ Shoot 1.5 frames-per-second (fps) up to three frames in burst mode

◆ Bright 1.5˝ LCD screen plus real-image optical viewfinder.

◆ Automatic picture rotation ensures that pictures always appear right side up on the camera, computer or TV.

◆ 16MB of internal memory plus MMC/SD (MultiMedia Card/Secure Digital) expansion slot, so you can keep shooting with optional MMC or SD memory cards.

CX-6330

Step-up Features

◆ With a 3.1-megapixel CCD you can print from 4 x 6˝ to 11 x 14˝ and everything in between. Anyway you do it, you'll get vibrant color and crisp detail

◆ Multi-zone auto-focus with improved low-light performance

◆ Bright 1.6˝ indoor/outdoor display with exceptional viewing quality

◆ High speed shutter up to 1/4000 of a second (up to 1/2000 on the CX-6200/6230)

◆ Offers four Scene Modes (Close-up, Night, Landscape and Sports), making it simple to shoot under various conditions. .

◆ Shoot 3 frames-per-second (fps) up to four frames in burst mode

◆ Up to 80 minutes—limited only by the capacity of your memory card— of 320 x 240 pixel video capture at 15 frames per second with audio

Optional Camera Dock 6000

The Camera Dock 6000 is the heart of the EasyShare System. Just place your camera in the Camera Dock 6000, touch the button and pictures are automatically sent to your computer for easy e-mailing, printing and sharing. Also recharges batteries quickly so your camera is always ready to go.

◆ Automatically transfers pictures from the camera to your computer at the touch of a button

◆ Retractable foot for easier viewing

◆ Get back to shooting quickly – your camera battery is recharged in less than three hours, so it is always ready to go. The dock also includes a Ni-MH rechargeable battery pack

◆ Provides a safe and convenient place to keep your camera in-between shots

◆ Non-skid design won't slip off your desk

◆ Know where you are in the transfer and charging cycles with convenient status indicator lights

◆ Compatible with all EasyShare CX-600, DX-6000 and LS 600 series cameras

Optional Printer Dock 6000

The easiest way to create Kodak-quality photos, simply place your EasyShare camera, into the Printer Dock 6000, press print, and you'll have a 4 x 6˝ photo with all the brilliance and durability of a lab print. Want to put on a slide show? Now it's one-touch simple to view pictures on your TV. And just like the convenient Camera Dock 6000, the Printer Dock 6000 transfers pictures in just one touch and charges your camera's battery.

◆ Create great-looking, borderless 4 x 6˝ photos at the touch of a button—no PC required

◆ Treasure your prints for a lifetime – Xtralife lamination makes them durable and waterproof

◆ Automatically transfers pictures from the camera to your computer at the touch of a button

◆ Share your pictures with ease – even view a slide show on your TV

◆ Get back to shooting quickly – your camera battery is recharged in less than three hours, so it is always ready to go. The dock also includes a Ni-MH rechargeable battery pack

◆ Compatible with all EasyShare CX-600, DX-6000 and LS 600 series cameras

KODAK

DX-6340/6440

3.3- and 4-Megapixel 'EasyShare' Digital Cameras

The 3.3-megapixel DX-6340 and 4-megapixel DX-6440 provide stunning image quality thanks to a number of innovative features. They incorporate a professional quality Schneider-Kreuznach Variogon 4X optical zoom lens, an exclusive high-speed, low-light precision auto-focus system and Kodak Color Science image processing algorithms. They also feature programmable aperture and shutter priorities to lend advanced functionality to the more accomplished photographer—yet offer pre-programmed automatic and scene modes — plus a new automatic fill flash for backlit scenes — to provide point-and-shoot simplicity. In addition, album feature, when used in conjunction with Kodak EasyShare software, allows categorization of pictures right on the camera.

Same Features as the CX-6330 (Previous Page) PLUS—

◆ 4x optical zoom (36-144mm in 35mm) with professional-quality Schneider-Kreuznach Variogon lens which when combined with the large f2.2 maximum aperture allows the camera to capture exceptionally sharp pictures even in very low light. For added convenience, lens protection is built into the lens barrel.

◆ A 3.5X advanced digital zoom is also available for 14x total zoom.

◆ Program AE with scene modes (macro, landscape, sports, night, movie) ensure you consistently get the perfect shot.

◆ Matrix light metering (multi-pattern, center-weighted and spot), plus ±2 EV exposure compensation in 0.5 EV increments

◆ Automatic white balance plus manual settings for daylight, tungsten, and fluorescent lighting.

◆ 134,000-pixel, large 1.8˝ indoor/outdoor LCD lets you maintain exceptional viewing quality day and night, inside and out

◆ Long-time exposure up to 4 seconds

◆ High speed, precision low light auto focus system, allows focus lock in almost total darkness. The system utilizes two sensors - a rapid external passive contrast sensor and a highly accurate TTL sensor to precisely define the subject.

◆ Albuming to organize your pictures when you take them, and storage for 32 e-mail addresses

DX-6440 Step-up Features

◆ With the DX-6440's 4-megapixel CCD, you get stunning prints from 4 x 6˝ to 16 x 20˝.

◆ Same optical lens, plus 3.8X advanced digital zoom for 15X total zoom.

◆ You can manually select ISO speed as well as automatic setting.

◆ Shoot 3 frames-per-second (fps) up to six frames in burst mode

Kodak Picture Software

Print, share and enjoy. All EasyShare cameras come bundled with Kodak's EasyShare Software. The software provides a powerful but easy way for you to view, print and share your pictures over e-mail, all in one package. And because the software is part of the Kodak EasyShare System, it works seamlessly with all Camera and Printer Docks.

• Get vibrant colors and great Kodak quality prints with no trial and error.

• Dynamic print preview – see exactly how your prints will look on the page, avoiding printing mistakes.

• Print layout options – get the most of your paper by selecting the number of pictures per page.

• Picture file size control of your e-mail attachment–select smaller for faster delivery, larger for great-looking prints.

• Built-in address book for quick, convenient e-mailing

• Editing features include: red-eye removal crop, rotate, enhance, undo/redo, and fun effects.

• Organize pictures any way you want, by event, family, friends, vacations.

• Full-screen, slide show viewing of images

DX-6490

Advanced 4-Megapixel Camera with 10x Optical Zoom Lens

Establishing a new price-to-performance benchmark for 'advanced amateur' photographers, the EasyShare DX6490 offers a unique combination of sophisticated features, exceptional performance, and incredibly low price. The 4-megapixel camera has been designed with some of the world's highest quality components working in concert to afford outstanding quality, even in challenging photographic situations. The DX-6490 is the first to unite a professional quality Schneider-Kreuznach Variogon 10x optical zoom lens (38-380 mm equivalent) with a f/2.8 - f/3.7 maximum aperture; a new Kodak Color Science image processing chip for the richest, most accurate colors; low-light precision autofocus; and multiple shooting modes for optimal creative control - all with effortless operation.

FEATURES

Incredible 10x Optical Zoom

◆ The focal length (38-380 mm equivalent) of the professional Schneider-Kreuznach Variogon 10x zoom lens gives you superb framing flexibility. It lets you get close to the action and fill the frame, or achieve more natural poses from subjects by shooting them from a distance.

◆ The long lens also provides the "flattened" perspective and narrow depth of field that portrait photographers crave, all in a compact, SLR-like body. With a f/2.8 maximum aperture at wide angle and a f/3.7 at 10x - and the ability to step down to f/8 - the camera is well-suited to perform in both low and bright light.

◆ Using the dual-speed zoom control, DX-6490 users can drive the lens from 1x to 10x in just two seconds, and then extend the total magnification up to 30x using Kodak's Advanced Digital Zoom technology, which creates sharper, better quality images across the entire digital zoom range. For ease of handling, the lens barrel only extends one inch after powering up the camera, with all lens movements occurring within the protective housing.

◆ Hybrid, low-light precision auto-focus system combines rapid phase detection with highly accurate through the lens (TTL) contrast detection to precisely fine tune and sharply define a subject, even in almost complete darkness.

◆ The DX6490 camera offers fully manual controls, permitting independent aperture, shutter speed, exposure compensation, ISO equivalent and other settings that can transform an ordinary picture into a work of art.

◆ The camera also features aperture and shutter priority modes, as well as sport, portrait, night, landscape, macro and automatic program modes. Saturated, neutral, black-and-white and sepia color modes lend additional in-camera creative options.

◆ Equipped with an external flash synch - capable of synching at any shutter speed - for illumination of subjects beyond the 16-foot pop-up flash range.

◆ Offers a high-resolution TTL electronic viewfinder (EVF) with diopter, as well as a large, 2.2˝ high-resolution indoor/outdoor LCD screen. Not only does the EVF show control settings superimposed over the scene, but it also eliminates parallax while presenting a nearly 100% field of view. Both LCDs exhibit high refresh rates, and automatically brighten or dim to reflect changes in exposure compensation.

NEW! DX-4530

Affordable 5-Megapixel EasyShare Digital Camera

The DX-4530 features 5 megapixel resolution with unsurpassed image quality, as well as a 3x optical Kodak Retinar all-glass aspherical lens, 3.3x advanced digital zoom and Kodak Color Science technology all with effortless operation. The DX-4530 features the red-jeweled Share button, bright, 1.8˝ indoor/outdoor LCD monitor and comes with 32 MB of internal memory plus a MultiMediaCard/SD Card expansion slot to permit additional picture taking or extended digital video recording.

KYOCERA

FINECAM L3v/L4v

3- and 4-Megapixel Cameras with the World's Largest LCD Display

The 3-megapixel Finecam L3v and 4-megapixel Finecam L4v feature Kyocera's massive 2.5˝ "DayFine" LCD for enjoyable play-back wherever you are, and are packed with a wide assortment of features that allow you to create amazing pictures. Features include 3x optical zoom, multi-shooting modes including macro, landscape and color, five flash modes, and up to minutes of high quality video with audio. For convenience, they feature 30-second Voice Memo mode, customizable start-up screens, resizing mode, picture confirmation function, battery conservation mode, and incorporate Epson's PRINT Image Matching technology.

FEATURES

Megapixel CCD/Optical Zoom

◆ The L3v has a 3-megapixel imager providing up to 2048x1536 resolution still images, the L4v's 4-megapixel CCD delivers up to 2272 x 1704 resolution images.

◆ They are equipped with a 3x optical zoom (equivalent to 35-105mm in 35mm). The Finecam L3v has a 2x digital zoom for a maximum of 6x zoom, while the L4v includes a 4x digital zoom to achieve a maximum 12x zoom.

◆ Both cameras feature multi-shooting modes, which include macro, landscape and color (color, sepia, b/w), and five flash modes handle all lighting situations: auto flash, red-eye reduction auto flash, fill-in flash, flash-off or nighttime portrait.

Exposure Control

◆ Exposure modes include Program AE and manual. There is also a Long Exposure mode which provides longer shutter speeds of 2, 4, or 8 seconds.

◆ Metering modes include evaluative, Center-Weighted, and Spot with ±2EV compensation in 1/3 step increments.

◆ Automatic white balance plus manual settings for Daylight, Tungsten, Cloudy and Fluorescent.

◆ Select from Auto, ISO 100, ISO 200 and ISO 400 settings

◆ For image altering effects a Color mode enables you to choose between normal Color, B&W or Sepia modes.

Audio and Video Capability

◆ The Finecam L3v and L4v cameras make it easier than ever to remember when and where pictures are taken with voice message recording capability. A recorded message, up to 30 seconds in length, can be attached to each image with this very exciting feature.

◆ Additionally, an AVI movie mode gives users the option of recording a movie with sound, up to 120 seconds. The movie can be played back on the camera's large LCD monitor, a computer monitor or television. Record up to 30 seconds in 320x240 resolution, or up to 120 seconds in 160x120 resolution.

2.5˝ 'DayFine' LCD—Like Having a Home Theater In Your Digital Camera!

Kyocera's Finecam L3v and L4v set an industry standard with the "DayFine" 2.5˝ LCD. Compared to typical digital camera LCD's, it's like having Home Theatre in your digital camera! Manufactured by Kyocera, the "Dayfine" LCD surpasses the performance currently available in any competitive model. The "Dual Backlight" design incorporates a newly developed special optical film to increase the transmission of light from the LCD. In addition, ambient light is used to increase the intensity of the image displayed on the LCD. This increases the brilliance and contrast even under the brightest outdoor conditions.

Conveniences

◆ A customized start-up screen is one more sophisticated feature found on both the L3v and L4v digital cameras. Similar to a desktop, you can view your favorite image when the camera is first turned on.

◆ They offer a built-in Image Resizing Mode (IRM), a flexible feature that allows the user to keep their original image while resizing the same image into a separate folder for easy e-mailing to family and friends.

◆ Each camera sports a unique front LED "Picture Confirmation Light" (PCL) that signals the subject as to when their image is about to be captured.

◆ They offer a 2- or 10-second Self-Timer mode, allowing for self-portraits.

◆ They use Secure Digital (SD) or Multi Media Cards (MMC) for image storage.

◆ The L3v and L4v are encased in metal, weigh approximately 6 ounces and measure 4.4 x 2.1x 1.4˝ (WxHxD).

◆ Supplied CR-V3 Lithium battery provides up to an impressive 3-plus hours battery life. Two rechargeable Ni-MH AA batteries (optional) can also be used.

◆ Battery Conservation Power Save option lets you choose the length of time that the camera remains active before automatically shutting off.

◆ They feature Epson's revolutionary PRINT Image Matching (PIM) technology, enabling them to work perfectly with Epson's Stylus Photo printers. With PRINT Image Matching, critical image specific parameters for printing are saved in each image data file. PRINT Image Matching-enabled Epson Stylus Photo printers use this information to ensure that they accurately reproduce the image created by the camera.

In the Box

Finecam L3v and L4v include a CR-V3 Lithium-ion battery, 16MB SD card, USB data cable and video cable. ArcSoft's Pixela Software is also included and images are downloaded to any PC via the accompanying USB cable.

FINECAM SL300R

World's Fastest & Flattest 3x Optical Zoom Camera

An ultra-thin 3.2-megapixel camera with a stylish swivel body, the SL300R features a unique swivel lens design that allows you to obtain images from virtually any vantage point. Fast, flexible and creative, the SL300R fits into every shirt pocket and the design is exquisite. The flattest compact digital camera with a zoom lens, the body with the rotatable lens element enables photography from almost any angle and opens up new creative possibilities. Even self-portraits are simple. In addition, like the Finecam SR5 it incorporates Kyocera's RTUNE Rapid Tuning Technology to offer the shortest lag time and unlimited continuous shooting at 3.5 frames per second.

◆ The Rapid Tuning Technology high-speed imaging processor provides the world's fastest full-memory consecutive shooting of any digital camera with improved image quality and dynamic range. Combined with a virtually non-existent lag time of 0.07 second, the SL300R can capture images at an incredible unlimited 3.5 frames per second— only the size of the SD memory card, limits you how many images can be consecutively captured.

◆ The swivel lens/flash body revolves, enabling easy framing of any scene from high overhead to low angle shots.

◆ The high-resolution, 3x optical zoom lens (38-115mm in 35mm) uses four aspheric lens elements and special optical glass. It also provides a maximum of 6x when used with the 2x digital zoom. Continuous AF allows you to seize the moment.

◆ Seven scene modes are available for any condition. These include Standard, Sport Action, Night View, Night View Portrait, Portrait, Macro and Landscape mode.

◆ Shoot video clips of 30 images per second with VGA resolution and WAV sound in excellent and non-jerky quality. The length of the clips is limited only by the size of the SD memory card used. There is also a voice memo feature that makes it possible to record a voice message with an image.

◆ 1.5˝ "DayFine" LCD Monitor makes it easy to see in the brightest of sunlight. Includes a special optical film and exclusive light transmission circuitry that harnesses the power of the sun by absorbing incoming light and then reflecting the light back through the LCD, adding to the brilliance and contrast of the display.

◆ To fit every situation, five flash modes (Auto, Auto w/Red-eye reduction, Fill-in, flash off), three color modes (Color, sepia, B/W), six white balance modes (Auto, Daylight, Tungsten, Cloudy, Fluorescent, Preset), five sharpness settings (+3 to -1), two chroma settings and ±2 EV exposure compensation are all available.

◆ Measures 3.93 x 2.46 x .59˝ (WxHxD) and weighs only 4.58 ounces without battery and memory card. Includes USB and video cables, lithium-ion battery pack, AC adapter, strap, 16MB SD memory card and Adobe Photoshop Album software.

KYOCERA

FINECAM SR5

Pocket-sized 5-Megapixel Camera with "DayFine" LCD Monitor and Unlimited 3-fps Continuous Shooting

The solution for digital camera users who have been frustrated by missing the moment" due to the combination of the shutter speed lag time and slow "click to click" speed, the 5-megapixel Finecam S5R features RTUNE (Rapid Tuning Technology) to offer the world's fastest continuous capture mode. In combination with a virtually non-existent lag time of 0.07 seconds, it can capture images at an incredible unlimited 3 frames per second. In fact, the Finecam SR5 is only limited by the size of the SD memory card in terms of how many images can be consecutively captured. This dynamic new feature removes the restrictions imposed on other digital cameras. Kyocera's Rapid Tuning Technology does this by eliminating the barriers that limited the transfer of digital data to the card. The pipeline operation removes the bottlenecks for non-stop captures at 10-12 times faster than the competition. The Finecam S5R packs all its innovation in a small and light body (3.6 x 2.3 x 1.3″) [WxHxD] that weighs only 6.3 oz. and sports high-quality stainless steel covers. Additional functions include six shooting modes and a movie mode with VGA sound that is available at the maximum capacity of your memory-card. Kyocera's "Day-Fine" LCD Monitor ensures brilliant screen representation even in bright lighting conditions.

FEATURES

High Resolution Optics

◆ The S5R features a high-resolution 3x optical zoom lens (35mm to 105mm in 35mm) and 3.7x digital zoom for a maximum 11x zoom with continuous AF for precise tracking of moving subjects. The lens combines a compact size and high performance using special low-dispersion glass and four aspheric lenses for the highest-quality images.

◆ The Finecam's S5R's macro mode enables close-ups down to 12cm. This is possible in both the telephoto and wide-angle lens settings. In the telephoto mode, the user can fill the image area with a subject measuring just 3.4cm x 4.5cm, allowing them to enjoy macro photography beyond typical magnifications.

The Finecam S5R incorporates a 1.6″ "DayFine" LCD Monitor which is easy to see in the brightest sunlight conditions. In addition to the conventional back light system, "DayFine" technology includes a special optical film and exclusive light transmission circuitry that harnesses the power of the sun by absorbing incoming light and then reflecting the light back through the LCD, adding to the brilliance and contrast of the display. Allows up to 8x digital zoom can be used when playing back images.

5-Megapixel Quality

◆ Equipped with a 5-megapixel CCD, the Finecam SR5 delivers high quality images with up to 2560 x 1920 resolution. Images can be saved as JPEG or uncompressed TIFF files.

Exposure Modes

◆ Exposure modes include Program AE and manual. There is also a Long Exposure mode which provides longer shutter speeds of 2, 4, or 8 seconds.

◆ Three metering modes are available, including Evaluative, Center-Weighted, and Spot with ±2EV exposure compensation in 1/3 step increments.

◆ Automatic white balance plus manual settings for Daylight, Tungsten, Cloudy and Fluorescent.

◆ Select from Auto, ISO 100, ISO 200, ISO 400 and super-sensitive ISO 800 settings

◆ For image altering effects a Color mode enables you to choose between normal Color, B&W or Sepia modes. Also offers sharpness adjustment.

Scene Modes

◆ The six scene modes enable the user to adjust the Finecam S5R for any situation. The modes include Standard for general photography, Sports Action perfect for capturing fast moving subjects, Night View for night scenes, Night Portrait fires the flash for illumination while capturing the back ground, Macro and Landscape.

◆ Built-in automatic flash with Red-Eye Reduction, Fill In, Flash Off and Night Time Portrait Modes. Also offers color saturation control selectable in three levels (+1, 0, -1).

Conveniences

◆ The customized start-up screen allows the Finecam S5R user to select a favorite image as the start-up screen. The image appears whenever the camera is turned on for a personalized experience.

◆ It is easy to resize captured images with the Finecam S5R down to 320 x 240 or 160 x 120 pixels after being captured. This is ideal for emailing images. From the menu selection, you can select from three image resize options: whole, quarter and one-sixteenth area. The area to be resized can be selected via the selection button. This unique function in combination with a PDA incorporating an SD memory card slot, allows you to easily create an image size suitable for display.

◆ When it comes to navigating the menus, the Finecam S5R makes it easy from setup to capture to playback. To make it intuitive, the camera offers an easy to use control button that works on the principal of a joystick. Along with the logical screen selections and functions, the camera is easy for anyone to use.

◆ Features Epson's revolutionary PRINT Image Matching (PIM) technology, enabling it to work perfectly with Epson's Stylus Photo printers. With PRINT Image Matching, critical image specific parameters for printing are saved in each image data file. PRINT Image Matching-enabled Epson Stylus Photo printers use this information to ensure that they accurately reproduce the image created by the camera.

Rapid Tuning Technology (RTUNE)

With Rapid Tuning Technology you will be able to take images with the Finecam S5R that were missed before. Imagine being able to capture the very moment the flame is extinguished on your daughter's first birthday cake or your son sliding into home plate with the winning run! Any action sequence can now be captured, printed and shared with the Finecam S5R featuring Rapid Tuning Technology.

➤ The Rapid Tuning Technology high-speed imaging processor provides the world's fastest full-memory consecutive shooting of any digital camera. Incorporated into the Finecam S5R, Rapid Tuning Technology provides the combined features of full-memory successive shooting at approximately 3 frames per second and improved image quality and dynamic range. In addition, the "DayFine" LCD Monitor displays the subject in real time during consecutive shooting. Rapid Tuning is the perfect solution for subjects on the move such as pets, children and sporting events.

➤ With conventional digital cameras, the level of each RGB color in captured images is controlled by adjusting the white balance after converting the analog image information from the CCD to the digital signal processor. However, this method requires compensating an uneven signal level for each RGB color at the analog stage with the digital signal processor, so if the signal levels in the shadow areas are not sufficient, the result is poor image quality.

➤ The Rapid Tuning Technology image processor incorporated into the Finecam S5R adjusts the output level for each RGB color at the analog signal stage before it is converted into a digital signal. Then the image processor converts it into a digital signal to provide fine detail that faithfully reproduces the original image.

➤ Thanks to Rapid Tuning Technology, color noise is reduced in 16-bit A/D calculations. The A/D conversion of analog image information into digital signals is performed with accuracy of 16 bits internally, and outputted as 12 bits. Since detailed resolution reduces color noise, which tends to occur in a single color or in a dark area of an image, it faithfully reproduces subtle darkness and lightness as well as shade and shadows of color.

Movie Mode

The Finecam S5R enables you to easily shoot movies with audio at 30 frames/second up to the maximum capacity of the memory card. The recorded file is in AVI format and can be played back easily on the "DayFine" LCD monitor, a television or a personal computer. When the Finecam S5R is connected to a television, you can watch a movie at 30fps/VGA full screen.

Finecam SR5 Includes:

The Finecam S5R packs all its innovation in a small 3.6 x 2.3 x 1.3″ (WxDxH) and lightweight (6.3 ounces) body and sports high-quality stainless steel covers. Includes USB and video cables, lithium-ion battery pack, AC adapter, strap, 16MB SD memory card and Adobe Photoshop Album software.

LEICA

DIGILUX 1

4-megapixel 'LUMIX' Digital Cameras

To camera aficionados, the Leica name is synonymous with the world's finest 35mm cameras and lenses —the instrument of choice for many of the world's most respected photographers. Today, the company's dedication to excellence is vividly reflected in such products as the universally renowned Summicron, Elmar and Elmarit lenses. Now, in a synthesis of time-tested design and operation with innovative components, comes the Digilux 1. Created in intensive technical cooperation with Panasonic, it combines state-of-the-art digital technology with Leica's optical expertise to give photographers a whole new vista of creative possibilities. The clear, modular styling of the LEICA DIGILUX 1 gives the camera a highly individual look. Its pure lines and reduction to the essentials are inherited from the clear design of Leica's legendary rangefinder cameras.

Digilux 1 features 4-megapixel CCD, high-performance high-speed Leica DC Vario-Summicron 3x zoom lens, 4 frames per second shooting, large 2.5-inch (200, 000-pixel) LCD monitor with attachable hood, and a large, bright optical viewfinder with diopter compensation. Camera includes a 2-hour battery, 64MB SD Memory Card, and software.

FEATURES

4-Megapixel CCD

4-megapixel CCD captures extremely fine detail yet exhibits great sensitivity.. Normally, increasing the number of pixels means more detail but less sensitivity, but Panasonic developed the gapless lens design to greatly improve light-collecting efficiency. In addition, the CCD pixels are a large 3.25 microns each. This lets them receive an extra margin of light, yielding images that are rich in detail, precision, depth and clarity.

Intelligent Metering

To assure perfect exposure, multi-metering mode divides the frame into 60 blocks and then determines the exposure setting according to the brightness distribution, color temperature, and focus information for all 60 blocks. Added to this is an intelligent metering function that helps to assure proper exposure in difficult conditions, such as shooting against a bright background. The camera also offers spot and center-weighted metering.

Superb Color

Incorporates a complementary color filter that optimizes the DC Vario-Summicron's f2.0 brightness and the CCD's rich, expressive gradation. Because this filter allows in about 50% more light than the primary color filter normally used, it provides higher sensitivity. Panasonic also developed a color engine LSI to achieve virtually the same superb color reproduction as a primary color filter, while improving overall balance at the same time.

Hybrid Autofocus System

Many digital cameras use an image feedback system that detects contrast in the image on the CCD. The Digilux 1 adds a separate sensor system that quickly shifts the lens in to "pre-focus" position to work twice as fast.

Multiple Shooting Modes

Choose from several shooting modes; In Auto mode the camera makes all the settings for you. In Program AE, the camera optimizes settings for a variety of situations including creative portraits, action shots, landscapes and nighttime scenes. You can also choose from Aperture and Shutter Priority, and full manual modes. Exposure is adjustable ±2EV in .25 steps.

THE LEICA DIFFERENCE

Multi-Coating Technology

The Leica DC lenses incorporate highly advanced optical know-how, such as a multi-coating technology that greatly reduces surface reflection. In the DC Vario-Summicron lens used in the Digilux 1, this multi-coating process is applied to nine lens surfaces, including the optical filter and flat areas that receive no coating at all in conventional models. The result can be seen in the clear, true-to-life, expressive images that make Leica cameras so outstanding.

Advanced aperture design helps achieve a beautiful soft-focus effect

Leica lenses capture the subject with exquisite precision while showing the foreground or background in a delicate soft focus. This fine rendering gives images a natural depth and perspective and is one reason why many top photographers insist on using Leica lenses. The aperture design—and the number of shutter blades—is also critical to the soft focus. The DC Vario-Summicron lens in the Digilux 1 uses a six shutter blades, to help give images the soft-focus effect for which Leica lenses are known for.

High Performance Features

◆ Auto (AE) bracketing automatically changes the exposure of each shot in a series of consecutive shots. You can shoot 3 or 5 shots and the exposure will automatically change for each shot in steps of 0.25 to 1 EV.

◆ Focus Bracketing lets you change the focus setting of each shot in a series of consecutive shots. Shoot 3 or 5 consecutive shots, and the focus automatically changes for each shot in steps according to the lens depth-of-focus scale.

◆ Mega Burst mode allows you to capture up to 8 full-size (2240 x 1680) images at a lightning fast four frames per second—perfect for capturing fast-moving objects in high resolution.

◆ Movie mode lets you record 320 x 240 pixel movie clips at 10 frames per second with audio. A 64MB SD Memory Card can hold up to 6 minutes of video, a 256MB card up to 24 minutes.

◆ Large 2.5˝, 200,000-pixel LCD monitor with three-step adjustable brightness to display clear, sharp images with crisp detail. Up to 16x playback zoom, makes it easy to check that your subject is in sharp focus.

◆ Built-in multi-mode flash puts a range of techniques at your command. Select from Auto, Auto with red-eye reduction, Slow sync with red-eye reduction, and 1st and 2nd Curtain Slow Synchro mode You can also adjust the flash's output to control under or over-exposure.

◆ A hot shoe allows an external flash to be used when more light is needed.

◆ Automatic white balance plus presets for daylight, cloudy, halogen, fluorescent, flash and white set.

◆ Picture adjustment controls include sharpens, contrast and saturation

◆ Optical real-image viewfinder with diopter adjustment

◆ Ideal for hunters, birdwatchers and astronomers who use Leica spotting scopes, an optional Digital Adapter is available allowing convenient high quality recording of observed scenes.

Leica DC Vario-Summicron Lens

The head of the Leica lens family, the DC Vario-Summicron features an exquisite soft-focus effect, delineates even slight color variations, and gives images remarkable nuance and depth. This high-resolution, high-contrast lens system boast two aspherical lenses and a focal depth of 7mm to 21mm. The 3x zoom lens system covers the same range as 33-100mm on a 35mm camera. Bright 2.0 aperture captures subjects in rich, crisp detail while giving the foreground or background a delicate soft focus. This lens captures all the ambience and emotion of a scene. And because of its brightness, you can use faster shutter speeds in low-light condition, for clear, beautiful shots without shaking.

• Eight elements in seven groups with two aspherical lenses

• Multi-coating process applying to nine lens surfaces, including the optical filter

• 3x zoom lens covers the same range as a 33mm wide angle to 100mm telephoto

• Bright F2.0-F2.5 aperture lens, allows fast shutter speeds

D-LUX

3.2-Megapixel Camera

As a constant companion, the elegant LEICA D-LUX can capture the encounters and events in life and document them as in a visual diary. It has clearly arranged functions and is delightfully easy to use. With numerous possibilities for individualization, it is not merely a camera, but a valuable accessory - with you everywhere and at all times to preserve those precious moments you never want to forget.

◆ Styling of the D-LUX is deliberately reminiscent of the timeless shape of classic Leica reportage cameras. The metal body, made of aluminum, supports this look. Its fabrication is just as meticulous. Even details such as the mode dial as well as the two covers for the battery compartment, memory card and connectors are made of solid metal. The symbols on the mode dial – durably protected against wear – are engraved in the aluminum and filled-in with black paint.

◆ Leica DC 3X Vario-Elmarit 5.8–17.4 mm f/2.8–4.9 zoom with seven lens elements, three of those aspherical is optimally tailored to the 3.2-megapixel sensor. All lens elements are made of high-grade coated optical glass. Electronics contribute to the natural color rendition, excellent sharpness and high brilliance of the photographs.

◆ All the operating modes can easily be selected with the clearly arranged mode dial and the most important functions can be controlled directly by pushing just one button. The menu is so clear that any newcomer can immediately understand it.

◆ Premium package includes two lithium-ion batteries, 64 MB SD storage card, high-grade leather case, one additional color-matched case that holds the second battery or a SD memory card, AC Adapter/Charger, extensive software package.

MINOLTA

DiMAGE X20

World's Smallest 2-Megapixel Digital Camera with 3x Optical Zoom

The DiMAGE X20 easily fits into your pocket – and fits easily into your life. Small, speedy and stylish, you will want to have this camera with you at all times. The world's smallest and lightest 2-megapixel digital camera with a 3x optical zoom, the tiny and easy-to-use DiMAGE X20 combines responsive performance and a user-friendly design with an incredible non-extending zoom lens and fast startup time. A user simply turns the camera on, and in one second the camera is ready to take pictures. It also incorporates numerous innovative features such as self-portrait mode, multi-frame drive mode, Image Pasting, movie mode, noise reduction function and web communications capability.

FEATURES

High Quality Images

◆ The DiMAGE X20 is built around a high-precision electro-optical system designed to maximize image quality. The system uses a 2.1 megapixel primary-color CCD with 2.0 million effective pixels for fine images. This pixel resolution can produce letter size 150 dpi prints or postcard size photo-quality prints.

◆ The camera's high-performance five-point autofocus system makes taking beautiful, sharp images simple. Place the subject anywhere within the extra-wide focus frames and the camera will do the rest. The camera uses visual and audio signals to confirm focus.

◆ The DiMAGE X20 uses Minolta's unobtrusive non-extending zoom lens. This revolutionary design uses internal folded optics, which does not change the slim profile of the camera even while recording. The 3x optical zoom, equivalent to a 37 – 111mm lens on a 35mm camera, is assisted by a 4x digital zoom giving you a seamless zoom range of 12x.

◆ Dark noise, a persistent problem in digital photography, manifests itself by giving a grainy or sandy appearance to images taken with long exposures. The DiMAGE X20 combats this with a noise-reduction function that automatically activates for exposures of one second or longer.

◆ Advanced multi-segment metering system uses information about subject location from the AF system along with 256 metering segments to calculate the optimum exposure based on subject and background brightness. No need to worry that the subject will lost in deep shadows or washed out in front of dark backgrounds.

The DiMAGE X20 makes face-to-face conversations possible with friends or family when it is used as a remote camera for web communication. Using the supplied USB cable you can connect the camera to a Windows-based PC with compatible application such as Microsoft Net Meeting.

Creative Control

◆ Minolta's new multi-frame drive mode, captures nine sequential frames of a single event in one picture like the reaction of a friend as they walk in on a surprise party. The nine images are laid out in a 3 x 3 grid in a single frame.

◆ The portrait mode controls exposure, flash, and image processing to emphasize the subject's natural skin tone. And for something a little different, images can be captured in one of five monochrome modes; the traditional grays of black and white, the warmth and ageless quality of sepia, or red, green, and blue tones to add fun or feeling.

◆ Image Pasting allows one image to be placed within another for a creative touch. After choosing the background image, a user simply selects the frame shape and size and positions it over the chosen background image. The live image is displayed inside the selected frame. After composing the subject in the frame the user presses the shutter button to embed and save the image.

◆ Close-up pictures can be made with the DiMAGE X20. The lens focuses down to 3.9 inches at all focal lengths without the need of a separate function. This covers an area of about 1.6 x 1.2 inches.

◆ XR (Extended Recording) movie processing allows digital video with audio to be captured and played back. The length of the XR movie is only limited by the memory card capacity and image size. Two image sizes can be selected: 160 x 120 pixels and 320 x 240 pixels.

◆ For the more serious photographer, the DiMAGE X20 features a 3 x 3 graphic menu that provides easy and quick access to the camera's controls. Camera settings are changed with a simple 5-way controller on the back of the camera.
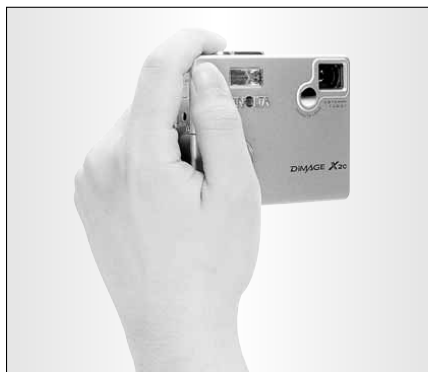
◆ Unique to the DiMAGE X20 is a self-portrait mode. While holding the camera at arm's length, the use of the specially curved mirror on the front of the camera allows you to correctly compose a picture of yourself and a friend without having to hand the camera off to a stranger.

◆ Uses SD or MMC (MultiMedia Cards) as recording media.

◆ Powered by easy to find AA batteries -- both alkaline and rechargeable Ni-MH.

◆ Bundled DiMAGE Viewer software complements the camera by allowing still and movie images to be processed and edited on a computer. A wide range of image-processing controls is available, plus a new movie enhancer plug-in for editing and processing digital video. Can also edit and process numerous common image-file formats.

Dimage X20 Includes

◆ 8MB SD Memory Card, NS-DG500 neck strap, AVC-200 AV cable, USB-500 USB cable, 2 AA alkaline batteries, & DiMAGE software (includes DiMAGE Viewer).

DiMAGE Messenger 2.0

The ultimate program for communicating with images, text and audio comments, DiMAGE Messenger 2.0 software provides a new level of productivity for business, technical, and professional communication as well as personal use. DiMAGE Messenger 2.0 lets you automatically link written text, additional images, or an audio track to specific portions of digital images, share the combination with others via e-mail or printed copy, and invite related comments to be added from the receiver – all in just a few, simple steps.

Communication Tool

◆ DiMAGE Messenger 2.0 lets you easily attach questions, comments, or explanations to an image. The comments can be in the form of text, a supplementary image, or an audio track. Up to 256 text, image, or audio comments can be added to an image. All comments are in reference to the original image. A single image can be used as the main image or two images can be combined and placed side by side.

◆ Comments, whether in the form of text, a supplementary image, or an audio file, can be linked to a specific area of the main image using color frames. The color frames are available in four different options and the font and font color can be changed for text comments.

Share Images via Email

◆ Annotated images can be sent to others via e-mail with DiMAGE Messenger Reader attached—allowing the recipient to share all annotations. (Note: the reader doesn't allow additional comments to be added or edited.)

◆ Messenger files can also be exported in various file formats to facilitate the distribution of information. Files can be saved as a web page (HTML) and .emf file formats allowing them to be used applications, such as Word, Excel, or PowerPoint.

Conveniences

◆ Search feature allows specific comments to be quickly located via word, date of entry, or user name.

◆ The software can conveniently automatically resize image files to preserve storage space and reduce email transmission time.

◆ Color Matching system keeps the colors of your images as consistent as possible throughout the capturing, displaying, and printing process. Color matching also coordinates color reproduction between your monitor and printer, so that printouts come out looking the way you expect them.

Printing Capabilities

◆ Provides several unique printing options. Files can be printed to show the original image with the detailed image sections arranged in up to three columns and the corresponding text, audio file or linked image beneath each. The boxes drawn by the user to identify the image sections are color-coded. Or, you can print out the entire image with just comments included.

Primary Applications

◆ Primary applications include real estate, insurance adjustment and investigation, medical imaging, law enforcement, education & training activities and web auctions.

MINOLTA

DiMAGE XT

Super Thin 3.2-Megapixel Digital Camera

An ultra-thin "shirt-pocket" camera, the stylish and award-winning DiMAGE Xt features 3.2-megapixel CCD, 3x optical lens and 4x digital zoom, Minolta's CxProcess image-processing technology, the world's fastest start-up time of any digital camera with an optical zoom lens, and an even smaller and thinner camera body than it's predecessor, the DiMAGE Xi. For added versatility, a waterproof case is available as an option. The contoured new vertically oriented design of the DiMAGE Xt eliminates more than 5% from the size and 8% from the weight of it's predecessor. At 3.4 x 2.6 x 0.8˝ and 4.2 oz., the DiMAGE Xt can be slipped into a pocket or bag as easily as a wallet. The exclusive folded optical zoom system (the lens is positioned vertically within the camera, which allows the lens to always remain inside the camera body) allowed Minolta to recreate the world's thinnest, compact, planar digital camera with a 3x optical zoom.

FEATURES

Megapixel Quality

◆ The little DiMAGE Xt is big on performance. Images captured with the super-sharp aspheric zoom lens are formed with 3.2 million pixels, and enhanced by Minolta's CxProcess image processing technology – the same technology used in Minolta's top-of-the-line digital SLR cameras. Produce up to 10 x 14˝ 150 dpi prints or double-L size photo-quality prints.

◆ Minolta's CxProcess image processing technology produces vivid digital images that mirror your original impression. CxProcess produces clear, natural-looking images by optimizing sharpness, color, and contrast, while minimizing noise.

3x Optical Zoom Lens

◆ Although thinner than any single focal length digital camera, the DiMAGE Xt houses a revolutionary folded 3x optical zoom lens that captures everything from scenic landscapes to macro close-ups.

◆ By using a high-quality prism that folds the optical path, the lens never extends from the camera body and zooming noise is whisper quiet. The high-performance 37 – 111mm f/2.8 – 3.6 lens (35mm equiv.) include three aspheric elements to ensure crisp, detailed images with high contrast.

◆ In addition to the 3x optical zoom, the DiMAGE Xt has a 4x digital zoom; selectable in 0.1X increments. The resulting maximum 12X zoom equals a 444mm super-telephoto lens on a 35mm camera.

Autofocus Modes

◆ Two autofocus modes give precise control over image sharpness. Wide AF uses a large autofocus area for quick, easy picture-taking. Spot AF uses a small focus area in the center of the image frame for singling out a specific subject or detail.

Exposure Control

◆ Advanced multi-segment metering evaluates subject and scene brightness and continuously monitors the situation for even the slightest changes.

◆ The camera uses information about subject location from the AF system along with 256 metering segments to calculate the optimum exposure based on subject and background brightness. No need to worry that the subject will be lost in deep shadows or washed out in front of dark backgrounds. Additionally, the built-in flash is activated automatically in backlit or low-light conditions.

◆ For basing exposure on a small area of the subject or scene, spot metering concentrates the exposure reading to the area covered by the spot AF sensor.

◆ Extended shutter speed (1/1000 to 4 seconds) range gives the camera greater control over exposure.

Optional Waterproof Marine Case

The waterproof MC-DG200 Marine Case allows the camera to be taken to extreme locations. Smooth, contoured shell is constructed of an elegantly curved clear polycarbonate, which allows full access to all of the camera's controls through mechanical buttons. From 100˝ under water to the tops of the most rugged mountain peaks, this case will protect the DiMAGE Xt from the elements. Extremely compact, the case is easy to store in a life vest or day pack.

EQUIPMENT LEASING AVAILABLE

DiMAGE Xᴛ

High Performance

◆ Taking beautifully detailed close-ups is a snap with the DiMAGE Xt. It can make sharp, clear images of objects as close as 5.9˝ from the camera face, without the need for special macro settings.

◆ Dark noise, an ever-present problem in electronic systems, manifests itself by giving a grainy or sandy appearance to digital images taken with long exposures. The DiMAGE Xt combats this with user-selectable noise reduction, which automatically activates for exposures of one second or longer.

◆ Fluid playback—regardless of file size, reduces the delay between image frames to only 0.2 second.

◆ The DiMAGE Xt is designed for people on the go. Just grab it, turn it on, and shoot. With the world's fastest start-up speed (approximately 1.1 seconds), the camera is always ready when you are.

◆ The DiMAGE Xt lets you shoot in natural color, black & white, or sepia tone. (Natural Color preserves the actual colors of the scene.).

Conveniences

◆ Accepts postage-size SD (Secure Digital) or MMC (MultiMedia) memory cards as recording media.

◆ The DiMAGE Xt's charger stand can recharge the battery while it is still in the camera, or a battery by itself. The charger doubles as a camera stand for when the DiMAGE Xt is used for self-portraits, a remote camera, or when connected to a computer.

◆ Audible signals are used to make positive confirmation of button settings. In addition to the electronic and mechanical shutter sounds, a personalized sound effect for both the AF signal and shutter release can be recorded using the camera's built-in microphone.

◆ E-mail copy function makes a 640 x 480 or 160 x 120 JPEG copy of an image on the memory card so that it can be easily transferred over the web.

◆ USB Direct-Print allows images to be printed directly from the camera to a compatible printer via supplied cable.

Movie and Audio Recording

The DiMAGE Xt is a versatile multimedia tool, allowing digital video with audio to be captured. The length of the movie is limited only by the memory card capacity and image size (160 x 120 or 320 x 240). You can also record a 15-second voice memo immediately after capturing a still image, or attach up to 15 seconds of audio caption to a previously recorded still image. Plus, up to 180 minutes of audio without image data can be recorded.

The DiMAGE Xt can also be used as a remote camera for video conferencing. Simply use the supplied USB cable to connect the camera to a Windows-based PC with compatible application such as Microsoft Windows Messenger. The camera can be mounted on a tripod or placed in the included charger stand for hands-free operation.

DiMAGE Xᴛ BIZ

The DiMAGE Xt Biz is a digital camera and software package specifically designed for modern business use and personal communication. Based on the popular DiMAGE Xt, the Xt Biz combines high quality images, image and audio annotation, image validation and text capture for effective business communications. DiMAGE Xt Biz is ideal for use in real estate, insurance, law enforcement, recording conference room white board meeting notes and documenting trade show displays via multiple image and/or audio links.

The Camera:

The DiMAGE Xt Biz lets you highlight specific details on a recorded image and then link subsequent images or voice memos as references or comments. Up to ten separate images or audio files can be linked to the original image. When the original image is opened in the DiMAGE Biz Software, the related images and voice memos are loaded into the software's comment area and are linked to the area marquees in the original image.

The Software:

DiMAGE Biz Software makes it simple to transfer data from the DiMAGE Xt Biz to a PC. Image and audio files recorded with the camera are automatically converted from JPEG and WAVE to the .mdm annotation file format. Annotation files can also be saved in HTML and emf formats allowing them to be shared in common office applications.

• Software displays files you have created in thumbnail form for easy identification and location.

• A layout including the original image and linked images and text is automatically created for convenient, fuss-free printout.

• mdm-format files you have created can be searched by comment, date, and/or user name.

• Images of text or line art can be corrected with DiMAGE Biz Software's advanced image-processing tools. Contrast and color can be improved and perspective control can straighten images that were taken at an angle.

• Validation feature confirms images haven't been altered since they were originally shot—invaluable for applications requiring maximum security. A warning icon appears if the original data has been altered in any way.

MINOLTA

DiMAGE S414

4-Megapixel Digital Camera

Right out of the box, you'll appreciate the high quality of the DiMAGE S414. From the elegant design and rich metal body to the sophisticated features including a 4.1 megapixel CCD, an ultra-compact 4X Minolta GT APO zoom lens, 12-bit A/D conversion, and Minolta's advanced CxProcess, the DiMAGE S414 ensures that you'll capture all the beauty and details of the original scene, and you'll capture it quickly and easily. The S414 can take over control for point & shoot simplicity, or give you control over exposure, color, contrast, saturation, white balance, camera sensitivity, and focus. A complete multimedia tool, the DiMAGE S414 also records movie clips and audio.

FEATURES

High-Quality Images

◆ The S414's high-precision electro-optical system is built around a 4.1 megapixel 1/1.8-type interline primary-color CCD, with 4.0 million effective pixels for fine high-resolution images. The CCD's pixel resolution will produce 14 x 10˝ 150-dpi prints or 8 x 5˝ photo-quality prints.

◆ Minolta's CxProcess ensures that the image from the CCD will faithfully reproduce the original scene. CxProcess controls image sharpness, color, and contrast while minimizing noise to produce vivid, natural pictures.

◆ 12-bit A/D conversion preserves the subtleties of the original image. With billions of colors and 4,096 levels in each color channel, images possess near-lifelike color and detail. This is especially evident in portraiture: smooth complexion, fine hair detail, and vivid eye color.

4x Optical Lens

◆ The S414 is equipped with a built-in 4x Minolta GT apochromatic zoom lens. Providing a focal range of 7.15 to 28.6mm (equivalent to a 35 - 140mm zoom lens on a 35mm camera), this sophisticated lens encompasses the most used focal lengths in photography, and focuses down to 4 inches for extreme close-ups. Two double-sided aspheric lens elements and AD (anomalous dispersion) glass ensure sharp images at all focal lengths.

◆ Digital zoom seamlessly takes over from the maximum focal length of the optical zoom without interrupting the monitor image. The 2.2x digital zoom extends the optical zoom, giving you the equivalent of a 308mm telephoto lens.

◆ The camera can also be focused manually while monitoring image sharpness on the monitor.

270-Segment Metering

The DiMAGE S414's advanced auto exposure system with multi-segment metering evaluates subject and scene brightness and continuously monitors the situation for even the slightest changes.

◆ Information about subject location from the wide-area AF is used along with multi-segment metering to calculate perfect exposures. The system uses 270 metering segments to calculate the exposure based on subject and background brightness. No more subjects being lost in deep shadows or washed out in front of dark backgrounds.

◆ For basing the exposure on a small area of the subject or scene, a spot metering mode concentrates the exposure reading to the center segment of the multi-segment array.

◆ For additional subject illumination, the built-in flash fires automatically in low-light or backlit conditions.

White Balance Control

◆ White balance controls how the camera interprets the color of the ambient lighting, and Auto white balance automatically compensates for changes in lighting .

◆ Four preset white balance settings: daylight, cloudy, tungsten, and fluorescent, can also be selected for specific light situations.

◆ For critical control over color, a custom setting allows the camera to be calibrated to the lighting at the scene.

Digital Subject Programs

In addition to a fully automatic point & shoot Program mode, Digital Subject Programs can be selected, which optimizes the camera's exposure, white-balance, and image-processing controls for specific scenes and subjects. Six subject programs are available:

Portrait: Reproduces warm, soft skin tones and creates slightly defocused backgrounds.

Night Portrait: Balances the flash illumination on the subject with the background ambient light. Ideal setting for capturing the romantic ambience of illuminated night scenes such as city skylines.

Macro: Ensures maximum depth-of-field for sharp details in close-up pictures.

Landscape: Ensures sharp images of expansive scenes.

Text: For crisp reproductions of black text or line art on a white background.

Text & Macro: Accurately reproduces small text or line art.

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Creative Exposure Control

◆ The S414 is a true creative imaging tool, with user-controlled aperture priority and manual exposure modes.

◆ Camera sensitivity can be set to auto or to one of four ISO equivalent levels: 64, 100, 200, or 400.

◆ To ensure the best exposure possible, an automatic three-frame bracket can be made in 0.3, 0.5, or 1.0Ev steps.

◆ 15-second "bulb" exposures can be made in manual exposure mode (the camera can be mounted on a tripod and the shutter released with the self-timer or the optional remote control RC-3).

Advanced Autofocus

◆ Wide-area AF makes accurate focusing simple. Within the large focus area are three AF sensors including a central crosshair sensor; the crosshair sensor ensures precise focusing regardless of subject contrast orientation. The camera automatically locates the subject within the wide focus frames and confirms the point of focus by briefly displaying the active AF sensor.

◆ Focus Area Selection allows the user to select a spot focus area from a 5-point array – a versatile option for creative compositions with off-center subjects.

High Performance Shooting

◆ With an ultra-fast digital drive, an internal 32MB memory buffer , and the same high-speed engine (LSI) as Minolta's top-of-the-line digital camera, the DiMAGE S414 is an extremely responsive photographic tool. Whether recording, viewing, or editing images, camera operation is smooth, quick, and intuitive

◆ For capturing the action as it unfolds, the DiMAGE S414 can continuously record still images at a rate of approximately 8 frames in 5 seconds (1.6 fps).

◆ To catch extended action as it unfolds, 60-seconds of digital video with audio can be recorded. Additionally, comments can be recorded alone or with a still image. Voice Memo can attach a 15-second audio track to an image when the image is captured. Movie clips and audio tracks can be played back in the camera.

Image-Processing Tools and Color Mode

◆ The sharpness, contrast, and filter controls are image-processing tools built into the camera, allowing image data to be maximized at the scene.

– Sharpness accentuates or softens details (Soft, Normal, Hard)

– Contrast controls the difference between brightness levels; increasing the contrast makes the highlights brighter and the shadows darker (High, Normal, Low)

– Filter effects make a color image warmer or cooler (Cool, Normal, Warm)

◆ The color mode has five options: Natural Color, Vivid Color, Black & White, Sepia, and Solarization.

– Natural Color preserves the actual colors of the scene

– Vivid Color accentuates them

– B&W creates a monochrome image

– Sepia mode gives the classic appearance of toning in old photographs

– Solarization creates a partial reversal of tones and colors in the highlights for creative effects.

Real-Time Histogram and Grid and Scale Displays

◆ The DiMAGE S414's LCD monitor has a real-time histogram that shows the luminance distribution of the image before the image is captured. Displayed with the live image, the histogram allows subject brightness and contrast to be evaluated for optimizing camera controls.

◆ Captured images can be easily accessed in the recording mode. Simply press the Quick View button to display the recorded images. The images can be enlarged to confirm sharpness and the histogram can be displayed to judge exposure. Index playback, voice memo playback, and movie playback are all available in Quick View mode.

◆ The LCD monitor also features two new displays for critical composition: grid and scale. Usually found in large-format view cameras, the grid makes it easy to align the camera with vertical or horizontal elements within the image. The scale can be used in close-up photography to judge the relative proportions of the subject.

◆ Audible signals are used to make positive confirmation of button settings. A shutter sound effect accompanies the release of the shutter. The audible signals and shutter effects can be set independently to one of two tones, or turned off.

DiMAGE S414 Kit Includes:

DiMAGE S414 Body, 16MB CompactFlash (CF) Card, NS-DG304 Neck Strap, AVC-100 A/V cable, USB-600 USB cable, 4AA batteries and DiMAGE Software including the DiMAGE Viewer.

DiMAGE S414 Optional Accessories:

CS-DG304 Camera Case

RC-3 IR Remote Control

EBP-100 External High Power Battery Pack Kit

AC-1L AC Adapter

MINOLTA

DiMAGE G500

Stylish 5-Megapixel Digital Camera

Dressed in an elegant metal case, the DiMAGE G500 is a stylish and versatile companion, packing high-quality 5-megapixel images and powerful imaging controls in a compact body. Measuring only 3.7 x 2.2 x 1.2˝, the DiMAGE G500 can be easily slipped into a pocket, purse, or fanny pack. And weighing a mere 7 ounces, this camera will not be a burden.

Yet despite its small size, the DiMAGE G500 is packed with image-making features. Exposures can be set manually. Color saturation, contrast, and sharpness can be controlled to create the picture you want. And a maximum 9x zoom ratio provides powerful photographic potential.

For convenience, the camera accepts SD (Secure Digital) and Memory Stick memory cards, has an E-mail mode, self-timer, and very fast start-up time.

FEATURES

High-Resolution 5-Megapixel Images

◆ The DiMAGE G500's precision electro-optical system is built around a 5.36 megapixel, interline primary-color CCD with 5 million effective pixels for beautifully crisp high-resolution images. This much pixel resolution can produce up to 13 x 17˝ 150 dpi prints.

◆ Dark noise, an ever-present problem in electronic systems, manifests itself by giving a grainy or sandy appearance to images taken with long exposures. The G500 combats this with a noise-reduction function, which automatically activates for exposures of 0.5-second or longer.

DiMAGE E323

A Compact, Easy-to-Use 3.2-Megapixel Digital Camera

The compact DiMAGE E323 combines high-quality images and value-added features such as digital video, digital subject program selection, and e-mail copy function, in an attractive and easy-to-use package.

◆ The E323 produces 11 x 14˝ 150 dpi prints or double-L size photo-quality prints. If you want to make large prints on special occasions, the E323 can interpolate the data when it is captured to create a 6-megapixel image.

◆ Equipped with a 3x optical zoom (36 – 108mm on a 35mm camera). Fast, f/2.8 -4.9 maximum aperture allows the camera to be used dim lighting without flash.

◆ 4x digital zoom extends the optical zoom's performance, giving the camera a very potent 12x zoom range (equivalent to a 432mm super-tele lens on a 35mm camera.)

◆ Exposure, focus, white balance, and flash are automatically controlled.

◆ Scene modes include Sports, Landscape, Night Scene, Cosmetic and Slim For capturing the action as it unfolds, Can continuously shoot at 1.5 frames per second.

3x Optical, 3x Digital Lens

◆ The DiMAGE G500 contains a high-quality 3x aspheric optical zoom lens. With a focal range of 8 – 24mm, the lens is equivalent to a 39 – 117mm zoom on a 35mm camera. This range covers everything from scenic landscapes to interiors and group shots to portraits and detailed close-ups.

◆ The resolution of the 7-element, six-group lens design ensures optimum results from the 5-megapixel CCD. Plus, the maximum f/2.8 aperture allows the camera to be used in less than ideal lighting conditions without flash.

◆ 2x and 3x digital zoom can extend the optical zoom performance two or three times, giving the DiMAGE G500 a maximum equivalent of a 351mm telephoto lens on a 35mm camera. The combined optical and digital zooms give this compact digital camera a powerful and very versatile 9X zoom range.

Fast Startup Time

◆ The G500 is ready when you are. With a fast 1.3-second startup time, you can capture the action at a moment's notice. Plus, the ergonomic control layout makes settings quick and simple; the three most used controls are conveniently placed on the top of the camera body for quick, one-touch access.

Shooting Modes

◆ Macro mode allows small objects and details to be captured clearly. The lens can focus as close as 2.4 inches for beautifully crisp close-ups. You can switch to macro at both telephoto and wide angles, to capture as much or as little of the background as you wish.

◆ The DiMAGE G500 is a versatile multimedia tool as well, allowing digital video with audio to be captured. Each clip can be as long as 30 seconds (320 x 240 15 frames per second, sound included).

◆ The G500 also lets you record audio on its own, either as an audio-only file (up to 30 seconds) or as an image caption.

Custom Settings

◆ Using the four-way cross key, you can easily change certain settings to capture the images you have in mind.

– Pressing the cross key adjusts exposure in 0.3 Ev steps, within a ±1.5 Ev range.

– Settings for AF Lock, AE Lock, and white balance can also be customized.

– Once the camera is set, images can be captured at the same setting for as long as you like.

Manual Exposure Control

◆ Take creative control over the image-making process with manual exposure mode, allowing the lens aperture and shutter speed to be adjusted independently. Shutter speeds from 1/1,000 to 15 seconds can be selected.

Image Adjustment Controls

◆ A wide array of settings gives you the freedom to experiment and be creative. Settings include saturation (five levels), contrast (five levels), sharpness (five levels), and color balance (five levels for each RGB color channel).

◆ To help you better handle lighting conditions, you can also adjust ISO-equivalent sensitivity (50, and flash compensation.

◆ The color balance control allows you to change the relative proportions of the red, green, and blue channels to shift the overall color of an image.

Versatile Flash Control

The DiMAGE G500's versatile flash modes let you shoot in a variety of lighting situations with confidence.

• In automatic mode, the flash fires whenever it's needed.

• If the main subject is backlit, you can select fill-flash for additional subject illumination.

• And if you're somewhere where flash use is not permitted or desirable, the flash can be turned off.

• Night Portrait Flash (Slow Shutter Sync) is also available. This mode is ideal for taking portraits with the subject in the foreground of an illuminated night scene or a dramatic sunset. Night Portrait mode synchronizes the flash with a slow shutter speed to balance the flash illumination on the subject with the background ambient light.

Dual Card Slot System
SD Card and Memory Stick Compatibility

The DiMAGE G500 features a dual card slot system for expanded image storage. Both Memory Sticks and SD Cards can be used alone or in combination. When both memory card types are used in the camera at the same time, up to 640MB of data can be saved depending on the capacity of the cards. Having two card slots eliminates the worries of running out of memory during important events.

Additional Conveniences

After you've captured your shots, you can see them magnified on the 1.5-inch LCD monitor and scroll around quickly. Images can be magnified up to 12X, making them easy to check for detail.

The DiMAGE G500 makes it a breeze to send e-mail images. The e-mail copy function creates a 640 x 480 or 160 x 120 JPEG copy of an image on the memory card so that it can be easily transferred over the Internet.

A convenient feature, the Self-time lets you set up the shot and then get into the picture. It can also be used to capture low-light scenes when the camera is mounted on a tripod. The self-timer delays shutter-release for either 10 seconds or 3 seconds after the shutter-release button has been pressed.

Bundled with DiMAGE Viewer

DiMAGE Viewer supports the latest generation of Minolta digital cameras. The Viewer complements the camera by allowing still and movie images to be processed and edited on a computer. A wide range of image-processing controls is available, plus a new movie enhancer plug-in for editing and processing digital video. The DiMAGE Viewer is not limited to images captured with Minolta cameras, and can edit and process numerous common image-file formats.

MINOLTA

DiMAGE Z1

3.2-Megapixel SLR-type Digital Camera with 10x Mega-Zoom Lens

The DiMAGE Z1 is a powerful yet easy-to-use SLR-type digital camera. Designed around Minolta's new 10X Mega-zoom lens, the DiMAGE Z1 features advanced technology and Rapid AF so you can capture images in virtually any situation. TV quality 30 frame-per-second   movies expand its capabilities even more. Compact and stylish with all the imaging tools you need to capture the pictures you want, the DiMAGE Z1's design reflects the sophistication and future of digital technology. Significantly smaller than a compact 35mm SLR camera with a built-in flash and zoom lens, this powerful imaging system can easily slip into a fanny pack or hip bag.

FEATURES

CxProcess II Image Processing

To bring out the best in the 3.3-megapixel CCD, CxProcess II, Minolta's new image- processing technology, controls the essential image qualities of color, contrast, and sharpness while minimizing noise. Brilliant, saturated color remains vibrant without becoming unnatural. Subtle contrast is rendered to retain the richness and depth of the subject while preserving details in the highlights and shadows. Sharpness is controlled by balancing resolution with acutance to show fine detail while minimizing hard, unnatural edges.

High Performance Shooting

◆ Progressive Capture drive mode makes sure you never miss the action. When the shutter-release button is pressed and held, Progressive Capture begins saving images in the buffer memory. Simply watch the action on the monitor and when it's over, release the shutter button and the images in the buffer memory will be saved to the memory card. Six frames are saved with standard continuous advance and 10 frames with UHS (Ultra High Shooting) continuous advance.

◆ To ensure sharp images with minimum delay, the DiMAGE Z1 features a Rapid AF system that uses a high-speed drive to focus the lens quickly and smoothly – 0.3 second focusing time at a focal length of 5.8mm and 0.4 seconds at 58mm - making it the world's fastest AF among digital cameras with 10X or greater optical zoom.

◆ Every aspect of the DiMAGE Z1's performance is pushed to the limit. Startup time is a mere 2 seconds and shutdown time is 2.4 seconds. After focus has been locked, the shutter-release time lag is 0.06 second -- comparable to a 35mm SLR camera. The Z1 is ready to capture another image in just 1.2 seconds after the previous exposure.

Be ready when something great happens.

40x Mega-Zoom Lens— 10x Optical, 4x Digital

◆ Incredible 5.8mm to 58mm 10x Mega-zoom lens is equivalent to a 38 – 380mm lens in the 35mm format.

◆ The lens is a fast f2.8 – f3.5 allowing fast shutter speeds for sports or natural-light photography. The 10-element 7-group lens design contains two aspheric lenses to minimize aberrations and produce beautiful, crisp images.

◆ When combined with the seamless 4x Digital Zoom , the 10x Mega-zoom lens has an outstanding 40x zoom range, equivalent to a 38 – 1520mm lens.

◆ Super Macro mode lets you focus as close as 1.6-inches (from the front of the lens) to capture intricate details.

◆ To extend the versatility of the powerful 10X zoom, an optional 0.75X wide-converter is available. This lens attachment increases the lens' angle-of-view, giving it a maximum coverage approximately equal to a 28mm lens on a 35mm SLR camera. An adapter ring allows 52mm filters to be used.

P/A/S/M Exposure Modes

Like a fine 35mm SLR, the Z1 provides four exposure-control modes: programmed AE, aperture priority, shutter priority, and manual. 30-second bulb exposures can also be made in manual exposure mode. (Dark noise, a problem in electronic systems, manifests itself by giving a grainy or sandy appearance to images taken with long exposures. The DiMAGE Z1 combats this with a selectable noise-reduction function, which automatically activates for exposures of one second or longer.)

Three Metering Modes

Another similarity to a high-quality 35mm SLR is the Z1's three selectable metering modes: multi-segment, center-weighted, and spot. Multi-segment metering uses 256 segments to determine exposure.

White Balance

Auto white balance compensates for changes in lighting automatically, while five preset white-balance settings (daylight, cloudy, tungsten, fluorescent, and flash) can be selected for specific light sources. For critical control over color, a custom setting allows the camera to be calibrated to the lighting at the scene.

Creative Color Modes

As well as natural color and B&W, the Z1 has two color modes for creative control: vivid color and sepia. Vivid color increases the saturation to produce vibrant color images. Sepia creates the feel of antique photographs with its warm tone.

Automatic Digital Subject Program Selection

In the past, photographers always had to make time-consuming manual adjustments as the subject and shooting environment changed. The DiMAGE Z1's Automatic Digital Subject Program Selection analyzes the shooting conditions and selects the optimum exposure, white-balance, and image processing program. Additionally, five subject programs: portrait, sports action, landscape, sunset, and night portrait, cover specialized shooting conditions and can be selected manually.

TV Quality Movie Recording

◆ Record high-quality VGA movies at 30 fps with quality comparable to S-VHS video. However, image size (640 x 480, 320 x 240, 160 x 120) and frame rate (30 or 15 fps) is selectable to balance image quality with file size. Because of the high frame rate of the CCD, movies can be shot at 30fps to create natural flicker-free images, or 15fps to maximize recording time.

◆ When capturing high-quality VGA movies, image sharpness and brightness is critical. During recording the Z1 continues to autofocus to provide the sharpest possible image.

◆ Additionally, a night-movie mode can make color recordings under extreme low-light conditions. Movie length is limited only by memory card capacity.

Built-In and External Flash System

◆ With a guide number of 39 feet, the Z1 packs the most powerful flash ever built into a Minolta digital camera. Flash can illuminate a subject up 20 ft. away when used at the wide-angle position.

◆ In addition, the DiMAGE Z1 is also compatible with Minolta's Program/Maxxum Flash 3600HS (D) or 5600HS (D) units as well as the latest addition to the line, the Program/Maxxum Flash 2500 (D). These powerful flash units can be used directly on the camera.

Comfortable and Easy Operation

◆ Large grip gives the Z1 secure, comfortable handling -- when hand holding the camera in low-light conditions or when using long focal lengths, nothing is more important than a well-balanced grip to keep the camera steady.

◆ Mode Dial by the thumb lets you easily switch between exposure modes and movie recording. And the flash button next to it can be customized to enable quick switching of various settings.

◆ Z1's operations can be tailored to meet your needs. The function set using the flash-mode button can be customized to control the flash mode, white balance, drive and focusing mode, or color mode. Images can be rotated to orient them correctly.

◆ When working in less than ideal lighting conditions, precisely framing an image on the monitor can be difficult. The DiMAGE Z1's automatic monitor amplification brightens the monitor under low light so the live image is always visible,

◆ Powered by easy-to-find AA alkaline or rechargeable Ni-MH batteries

◆ Equipped with Minolta's exclusive Switch Finder. This system makes sure you see precisely the same live image in the viewfinder or on the LCD monitor. And this live image is exceptionally clear and smooth because of the CCD's fast 60fps frame rate—twice that of a conventional sensor. Plus, since a single monitor is used, you don't have to worry about the color, contrast, and resolution difference between separate rear and viewfinder monitors. With the viewfinder's large apparent angle-of-view, the monitor image is big and clear.

MINOLTA

DiMAGE A1

5-Megapixel SLR-type Digital Camera

A next generation SLR-type digital camera, the DiMAGE A1 exploits the power of digital imaging by providing the tools to express your creativity and solve visual problems. And above all, the DiMAGE A1 is a joy to use. It's long list of advanced features include the world's fastest AF speed among 5-megapixel SLR-type digital cameras, a fast built-in f/2.8 – 3.5 7x optical zoom lens, a top shutter speed of 1/16,000 of a second, dual-focal macro system, extra-fine image-quality option, Minolta's new CxProcess II and 3-D Predictive Focus Control, new high-speed image-processing LSI for increased performance, Digital Effects Control and Digital Enhanced Bracketing, Subject Tracking AF, Flex Focus Point to expand focusing control, Anti-shake function to minimize the effect of camera shake, continuous-advance drive modes, and compatibility with portable and studio flash systems. In addition, DiMAGE Capture, Minolta's new remote imaging software is available to enhance the camera's creative capabilities.

FEATURES

5-Megapixel CCD

◆ The DiMAGE A1 is built around a high-precision electro-optical system designed to maximize image quality. The system starts with a 5.3 megapixel 2/3-type progressive primary-color CCD with 5-million effective pixels for fine high-resolution images. The pixel resolution of the CCD will produce 13 x 17″ 150-dpi prints or 6.5 x 8.5″ 300-dpi photo-quality prints.

Advanced Image Processing

◆ The DiMAGE A1 offers a host of image-quality and image-size settings. The extra-fine image-quality option joins the fine and standard settings to produce a high-quality JPEG file with little compression or loss of detail.

◆ The new 2080 x 1560 image size gives photographers the ability to smoothly switch between 2-, 3-, and 5-megapixel images. This lets you match the final use of the image with the optimum resolution to maximize storage space on the memory card. A 640 x 480 (VGA) image size is also available for web images.

◆ The A1 uses 14-bit (it can distinguish 16,384 levels in each color channel) A/D conversion to record the richness and infinite subtleties of light.

CxProcess II —Image Processing Technology

Minolta's exclusive CxProcess II image processing technology helps produce vivid images that faithfully mirror your original impression of the scene. It promotes clear, natural-looking images by controlling the essential image qualities of color, contrast, and sharpness while minimizing noise.

– Brilliant, saturated color remains vibrant without becoming unnatural or flat.

– Subtle contrast is rendered to retain the richness and depth of the subject while preserving details in the highlights and shadows.

– Sharpness is controlled by balancing resolution with acutance to show fine detail while minimizing hard, unnatural edges.

– Dark noise can be reduced with exposures of one second or longer via the noise-reduction menu.

World's Fastest and Most Sophisticated Focusing System

◆ The DiMAGE A1 has the world's fastest autofocus speed among SLR-type digital cameras with a non-interchangeable lens. The AF system is activated by the grip sensor to reduce focusing time as well as to continuously display a sharp image on the monitors.

◆ There is a slight delay from when the shutter-release button is pressed until an image is captured. Especially at long focal lengths, this delay can be significant with fast-moving subjects. The DiMAGE A1 uses a 3-D Predictive Focus Control to track the subject until the exposure is made, ensuring optimum focus. The focus control continuously follows the subject through 3-dimensional space, regardless of direction, not only to give the sharpest images possible, but also to reduce focusing time to catch the perfect moment.

◆ Flex Focus Point adds unlimited versatility to the AF system. It is a single crosshair sensor that can be placed to any position within the frame, to keep an off-center subject in focus, or to focus on subject within a group. The spot metering area can also be switched between a center spot and the flex focus point. Very effective in macro situations.

◆ Also incorporates Direct Manual Focus (DMF). Used in the pro Maxxum 7, DMF allows you to make quick manual adjustments once autofocus is locked.

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DiMAGE A1

Exposure

◆ Uses luminance patterns and AF information to calculate exposure. Features 300-segment metering, as well as center-weighted average and spot metering.

◆ Automatic sensitivity gain ensures high image quality in dark scenes or during flash shooting. Sensitivity can also be manually selected from ISO-equivalent 100, 200, 400, and 800.

◆ Exposure control is available in P/A/S/M (Program/Aperture Priority/Shutter Priority and Manual) modes for optimum results with different shooting objectives.

◆ Digital Subject Programs optimize exposure and image-processing controls for specific conditions and subjects. Simply select the appropriate program and the camera is ready to shoot. Four subject programs are available: Portrait, Sports, Sunset and Night Portrait

Color Control

◆ Digital Effects Control (DEC) allows contrast, color, and saturation to be adjusted before the image is captured to maximize image data at the scene. The Filter effect controls the overall color of the image, making it cooler or warmer in eleven levels. When used with B&W images, the filter creates a warm or cool toned image similar to sepia or gold toners with photographic prints as well as the unique tones of magenta and green. Ten tones are available.

◆ To ensure correct levels of adjustment is made with the Digital Effects Control, a Digital Enhanced Bracket -- three-frames of contrast, color saturation or filter bracket with a slight increase and decrease in the quality selected — can be made.

◆ In addition to natural color and black & white, the DiMAGE A1 has two color modes for creative control. Vivid Color increases the saturation to produce vibrant color images. Solarization creates a partial reversal of image tones to produce unique imaging effects. Two Adobe RGB options are available for color management applications so that the image can be captured with or without the Adobe RGB profile embedded.

7x GT ZOOM LENS

Designed by Minolta for digital cameras that have up to 7-million pixel CCDs, GT lenses must pass the strictest quality standards. The GT lens is an advanced apochromatic using 16 elements in 13 groups (including 2 AD glass elements and 2 aspheric elements) to deliver sharp, bright images at all focal lengths. The GT lens on the Dimâge A1 features a wide 7X zoom range with a focal range of 28-200mm (35mm equivalent) to offer dynamic composition capabilities. This lens encompasses the most used focal lengths in photography today, ranging from wide angle for landscapes and interiors to telephoto for portraits and details of distant landmarks.

◆ Maximum f/2.8 aperture allows image capture in dim lighting conditions without the use of a flash.

◆ One-Touch 2x Zoom instantly doubles focal length up to 14x, achieving up to 400mm zoom.

◆ Zooming ring at the end of the lens allows you to zoom smoothly to your desired focal length while maintaining a secure grip on the camera.

◆ Dual-focal macro system allows the lens to be set at the wide-angle or telephoto position to take advantage of different focal lengths. At the wide-angle position, the larger field of view and depth-of-field create a strong perspective and a sense of space. The telephoto position isolates the subject and minimizes distortion with a narrow field-of-view and shallow depth-of-field.

SLR-Type Viewfinder and Tilting Color LCD Monitor

The redesigned Digital Hyper Viewfinder gives the DiMAGE A1 the same feel as a 35mm SLR. The viewfinder can be tilted between 0° and 90°, for comfortable shooting at low angles or in confined spaces. Additionally, the viewfinder utilizes a new precision 235,000-pixel TFT monitor. Because the viewfinder LCD is shielded, it provides clear images even when working under bright light.

◆ The DiMAGE A1 is fitted with a 1.8˝ low-temperature high-contrast color LCD monitor that can be tilted from –20° to +90°.

◆ The monitor has an extended color gamut, contrast, and dynamic range, plus a wide viewing angle so that the camera doesn't have to be held perpendicularly to clearly view the live image.

◆ Flex Digital Magnifier (FDM) can enlarge a section of the live image by 2X or 8X so sharpness can be judged in manual focus or when using DMF. The FDM marquee can be moved to frame the section of the image to be enlarged. Once enlarged, the live image can be scrolled so the entire image area can be examined.

◆ Prior to image capture, you can check the live images' brightness distribution through a histogram displayed on the LCD monitor or in the viewfinder. Displayed with the live image, the histogram allows the subject brightness and contrast to be evaluated to optimize the camera's exposure and contrast controls.

MINOLTA

DiMAGE A1

White Balance

◆ Offers automatic white balance, plus preset manual settings (daylight, tungsten, shade, cloudy, flash, fluorescent) with fine adjustment in seven levels. A custom setting (with three levels) gives you control over calibration in a unique lighting situation.

High Performance Functions

◆ Ultra-high shutter speeds up to 1/16,000 second gives the DiMAGE A1 a major advantage when shooting sports, as well as enabling greater control over depth-of-field in brightly-lit scenes. (Syncs to flash at all shutter speeds).

◆ Equipped with four different drive modes: continuous advance mode, exposure bracketing mode, self-timer mode, and an interval recording mode.

— The continuous-advance modes make it possible to capture the action as it unfolds. Three JPEG or five 5-megapixel RAW images can be captured at a rate of 2 frames per second.

— Exposure bracketing offers three-frame bracketing in 0.3 and 0.5EV increments

— Self-timer modes are 2 sec. and 10 sec.

— Interval recording can be set between 2-240 frames in 30 sec., 1-10 minutes, 15, 20, 30, 45 and 60 minute increments. Start time is 0-24 HR in 0-5 HR increments.

Multiple Movie Modes

◆ In addition to digital still images, the DiMAGE A1 also makes digital movies. There are multiple creative movie formats from which to choose: Standard QVGA (320 x 240) color movies and monochrome night movies up to 15 minutes with audio can be made.

◆ The night-movie mode can make recordings under extreme low-light conditions.

◆ The interval function can produce a series of still images taken at regular intervals or it can combine the images into a 640 x 480 time-lapse movie. The time-lapse movie plays the images back at 4fps so that normally imperceptible motion springs to life: the blossoming of a flower or changing cloud formations.

Flash System

Built-in multi-mode flash with a 12´ range. Flash modes include fill-flash, red-eye reduction, and rear flash sync (fires the flash at the end of the exposure, creating a blur effect behind a moving subject. The cameras offer flash synchronization with shutter speeds as fast as 1/2000 second. Selectable flash metering (ADI or Pre-flash TTL) is performed through the CCD itself, an effective method that ensures precise exposure control.

— ADI (Advanced Distance Integration) uses AF information and pre-flash data to achieve accurate measurements with minimal interference from subject reflectance.

— Pre-flash TTL determines flash exposure based on information derived from a pre-flash. Flash operation can be selected from among the following three modes: manual fill-flash, red-eye reduction, and rear flash sync. Used in combination with Maxxum system flashes, both cameras enable versatile flash photography in diverse situations.

◆ A collection of optional flash units offers even more varied types of shooting. The Program/Maxxum Flash 2500(D), 3600HS(D) and 5600HS(D) can be used directly on the camera and includes versatile and convenient functions such as auto power zoom, test flash, bounce flash and remote off-camera flash operation.

◆ For close-up photography, Minolta offers a high-quality macro lighting system. The Macro Twin Flash 2400 (Macro Flash Controller required) supplies flexible lighting for nature-oriented macro photography, and the Macro Ring Flash 1200 provides shadowless lighting geared towards scientific and medical applications. Auto flash metering is available with each of these four flash units.

◆ A new, built-in flash sync terminal allows the DiMAGE A1 to be connected to professional studio and location flash systems. Simply plug the flash's PC cord into the terminal. Designed for center-negative and center-positive polarities, the camera is compatible with most studio and location lighting systems.

Shown with optional BP-400 Battery Pack

Easy, Comfortable Operation

Compact body and an magnesium alloy exterior which makes it very durable. Camera controls and dials are laid out for clear, intuitive operation. Two control dials are located on the front and back of the grip for quick changes to camera settings. On the back of the camera, the controller is a straightforward five-way array used to control many of the advanced features and menus. Separate buttons have been added for exposure compensation and custom white-balance settings. Plus, a newly-added switch makes it easy to change between single-AF, continuous-AF, and manual focus modes.

Conveniences

◆ High 22mm eye relief offers comfortable viewing for eyeglass wearers when viewing the SLR-type Viewfinder.

◆ Compatible with Type I/II CompactFlash cards as well as with IBM's Microdrives.

◆ NTSC/PAL video output allows immediate playback of images on a TV or monitor via the supplied video cable.

◆ Use the optional RC-1000S or L Remote Cables to minimize shake during long exposures. Accepts 49mm filters as well.

◆ Unique Anti-Shake Function minimizes handheld camera shake to provide the sharpest images possible. Especially valuable when shooting at long focal lengths or in low-light conditions without a tripod, Anti-shake allows the camera to be handheld with shutter speeds eight times longer than usual. When using the camera at the telephoto setting, approximately 90% of the images recorded will be sharp even with a shutter speed as slow as 1/25 sec.

◆ Add 15-second audio memos to images as well as text-based information (date, time, serial numbers and text up to 16 characters).

◆ Uses four AA type batteries— alkaline, nicad or NiMH. There is also an optional AC adapter available.

Optional Accessories

Remote Cable 1000S: Remote shutter control minimizes camera shake during long exposures. It allows remote shutter operation from 1.6´ away (MIRC1000S).......**36.95**

Remote Cable 1000L: Allows off-camera shutter operation to minimize camera shake during long exposures. The cable allows remote shutter operation from 16.4´ away *(MIRC1000L)*.....................................**39.95**

BP-400 Battery Pack: Uses 6 AA size dry cell batteries (Ni-MH, Ni-Mn, or Al-Mn) or 1 or 2 NP-400 Lithium-ion batteries. A hand strap is included to facilitate handling.

NP-400 Lithium-ion Battery: can be inserted directly into the DiMAGE A1 or used with the optional Battery Pack BP-400.

DiMAGE Image Viewer Utility Software

The utility software can import RAW images (12-bit data unprocessed by the camera) and combine it with the original camera settings or allow corrections and manipulations using the built-in functions. There are various correction tools to choose from: tone curve/histogram, brightness, contrast, color pallet, hue/saturation, lightness adjustments, and sharpness filters. Images can then be saved in TIFF, JPEG or BMP formats.

Other functions include the Color Correction Job that saves correction settings so they may be applied to different images. With the variation function, photographers can choose the best image from a series of automatically bracketed corrections. The unique sharpness correction method is easy and effective. The color matching is compatible with most color spaces. The ICC profiles can provide accurate color reproduction. The software also shows the date, focal length, and exposure used when the image was captured.

OPTIONAL **DiMAGE CAPTURE** SOFTWARE

DiMAGE Capture software gives access to all major camera functions, from exposure compensation and white balance control to the real-time histogram display and more. All viewfinder information can be checked on your PC monitor. Used together, DiMAGE Capture and DiMAGE Viewer offer an efficient way to shoot, transfer, and process a large number of images in one session. Ideal for studio photography.

Control the DiMAGE A1 Remotely
• Connects though the USB port
• Displays a live view of the image on your desktop window
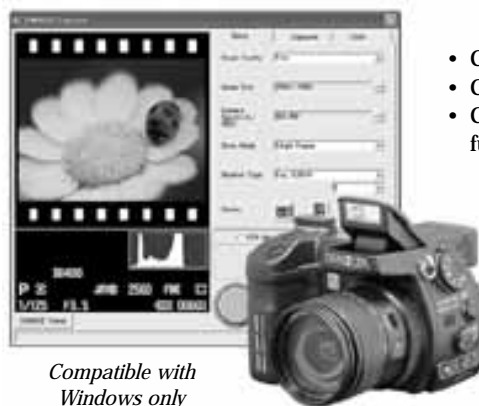
Compatible with Windows only

Camera Functions/Settings
• Controls almost all camera settings
• Controls the Flex Focus Point function
• Controls the Flex White Balance function

Link Directly to DiMAGE Viewer Software
• Fast image processing through your PC
• File & Edit stored images, which can be quickly recalled by clicking on the DiMAGE Viewer Button

MINOLTA

DiMAGE CAMERA ACCESSORIES

FLASHES

The versatility and flexibility of Minolta's flash systems offer you a multitude of creative options. Experiment with light and shade using the new 2500(D), 3600HS(D) or the 5600HS(D) program flashes. Pre-flash metering assures superbly accurate exposure, and wireless synchronization achieves speeds of up to 1/8000 seconds. (D) indicates the distance encoder system. It makes features such as ADI (Advanced Distance Integration) flash metering with the Dimage A1 and Z1 possible.

2500(D) Compact Flash

The newest member of the Maxxum flash family — the progressive 2500(D) is a simple, lightweight flash compatible with the latest DiMAGE series of digital cameras. It features a guide number of 82 in feet (25 in meters) at ISO 100, and provides flash coverage for lenses as wide as 28mm. It also features an ADI (Advanced Distance Integration) flash metering and bounce flash head that can be effortlessly tilted between 0° and 90°. This can be used to create soft, indirect lighting in interiors by reflecting the flash off the ceiling. 2:1 Ratio Flash is possible when linked with a 5600HS(D). AF Illuminator automatically activates in low light and low-contrast situations

Item # MI2500..**139.95**

3600HS(D) Compact Flash

New and improved features take the Maxxum Flash 3600HS(D) to another level in lighting photography simplicity. This unit provides the maximum guide number of 118-1/8 in feet (36 meters) at 85mm and ISO 100. It offers high-speed synchronization in all shutter speeds. And it is equipped with a built-in auxiliary light. It boasts improved flash-metering performance that reduces or eliminates the effects of background conditions, all from an ultra-compact body.

◆ High-Speed Sync synchronizes with all shutter speeds. This function is greatly helpful when taking a portrait picture with day-light sync.

◆ The 3600HS(D) achieves ADI (Advanced Distance Integration) flash metering by combining TTL flash metering and guide number control for the highest level of control accuracy.

Item # MI3600HS..**189.95**

5600HS(D) High Powered Compact Program Flash

Enhance your indoor and night photography. The 5600HS (D) offers a maximum guide number of 183¾´ at 85mm and ISO 100, and it aligns to all speeds of the high-speed shutter. This coupled with its compact design, increases its effectiveness and versatility.

◆ High-Speed Sync (HSS) synchronizes with all shutter speeds. Very helpful when taking a portrait picture with day-light sync.

◆ Innovative bounce flash head conveniently tilts 10° downward, 90° upward, 90° clockwise and 180° counter-clockwise for optimum freedom in composing your images.

◆ The flash provides the following custom functions to expand photographic control: Wireless channel setting, Choice of units for distance display, Auto-power off-time setting, Wireless auto-power off-time setting, and Exposure mode settings for manual flash.

◆ ADI (Advanced Distance Integration) flash metering calculates a guide number according to the distance from subject, ambient light and pre-flash reflectivity. This provides a flash metering performance that reduces or eliminates the effects of background conditions or your subject's reflectance, for a level of control accuracy never before possible.

Item # MI5600HS...**369.95**

DiMAGE CAMERA ACCESSORIES

FLASHES

Macro Ring Flash 1200 with Macro Flash Controller *(MI1200MRFS)*

A flexible and creative macro flash system combining the Macro Ring Flash 1200 and the Macro Flash Controller. With four flashtubes, the Macro Ring 1200 is ideally suited for macro shooting in medical, scientific and nature photography where shadows need to be eliminated. Each of the four flashtubes can also be set individually to achieve a variety of lighting effects and create natural depth in the image...**409.95**

Macro Twin Flash 2400 with Macro Flash Controller *(MI2400MTFS)*

A flexible and creative macro flash system combining the Macro Twin Flash 2400 and the Macro Flash Controller. The Macro Twin Flash 2400 provides enormous flexibility in light source positioning. It includes twin flash units that feature adjustable flash heads mounted in front of the lens, and a variety of flash positions which can be achieved when used in combination with the extendable twin flash arms. The Macro Twin Flash 2400 allows photographers to achieve a vast range of creative lighting techniques, making it ideally suited for close-up nature photography and photographing small objects.

The Macro Flash Controller controls the operation of the Macro Twin Flash 2400 as well as the Macro Ring Flash 1200 to offer accurate flash metering. The controller features a 7-step Power Level Function and four Custom Functions....**519.95**

FLASHES AT A GLANCE				
	2500(D) Compact Flash	**3600HS(D)** Compact Flash	**5600HS(D)** Compact Flash	**1200/2400** Macro Ring Flash
Program Reset	Yes	Yes	Yes	Yes
Auto Power Zoom	–	Yes	Yes	–
Ratio Flash	No	No	No	–
ADI Flash Metering	Yes	Yes	Yes	–
High Speed Sync	No	Yes	Yes	–
Slow Shutter Sync	Yes	Yes	Yes	Yes
Modeling Flash	–	–	Yes	Yes
Multiple Flash	–	–	Yes	N/A
Manual Flash Control	–	N/A	Yes	–
AF illuminator	No	No	No	N/A
Flash Indicator	Yes	Yes	Yes	Yes

TC-1000 Triple Connector *(MITC1000)*

A multiple flash mounting accessory to connect up to three flashes to the camera. The 3600HS(D) is connected to the TC-1000 with an OS-1100 off-camera shoe and an extension cable. The 5600HS(D) is connected with an extension cable..**46.95**

Off-Camera Cable *(MIOC1100)*

Used in combination with the off-camera shoe OS-1100 to use the 3600HS(D) removed from the camera body, or can be used by itself to connect the 5600HS(D) directly to the camera. Since the flash can be positioned at any angle to the subject, special light-dark contrast effects, close-up photography, and precise control of the lighting balance are possible **33.95**

Off-Camera Shoe *(MIOS1100)*

To use the Maxxum Flash 5600HS(D) separated from the camera, mount the flash on the off-camera shoe and connect the flash and camera with the off-camera cable OC-1100...**33.95**

Cable CD *(MICCD)*

A cable with plugs on each end that connect one flash to another via 4-pin sync sockets...**39.95**

Bounce Reflector V-Set

This compact accessory attaches to the 5600HS and 3600HS flash and provides a desirable bounce surface for a soft, natural effect, even outdoors. Minolta direct TTL autoflash metering controls flash duration for proper exposure **39.95**

External Battery Pack *(MIBPEP2)*

The ultra-compact and portable external battery pack can be used to power the 5600HS(D). Requires 6 AAA batteries..**139.95**

NIKON

COOLPIX 2100/3100

2- and 3.2 Megapixel Digital Cameras

Nikon's "dynamic digital duo", the 2-megapixel Coolpix 2100 and 3.2-megapixel Coolpix 3100 share the smallest Coolpix body design, fast operation and are the first with Nikon's new Scene Assist function to guide users toward the ideal shot. They combine high resolution with a 3x optical Zoom-Nikkor lens as well, for great image quality and prints as large as 8 x 10 and 11x14˝ respectively.

Incredibly compact and lightweight, they have 14 Scene Modes which automatically set up the camera for the best shot in standard shooting situations such as sunsets. Plus, four of the Scene Modes include Nikon's new Scene Assist, which aids in exposure, framing and focus. Which means any novice can take great shots. They also feature in-camera cropping, date imprinting, and One-Touch Red-Eye Fix with the bundled Nikon View 6 software. For added convenience, Quick Review function makes viewing images a snap, while One-Touch Upload means you can transfer images from the camera to your computer with the touch of a button.

FEATURES

Great-Looking Pictures

◆ The Coolpix 2100's 2-megapixel CCD captures images with up to 1600 x 1200 resolution for crisp, clear prints up to 8 x 10˝ with impressive color and contrast, while the Coolpix 3100's 3.2-megapixel CCD captures images with up to 2048 x 1536 for beautiful prints up to 11x14˝.

◆ They both incorporate Nikon's proven advanced image-processing algorithm for remarkably authentic color reproduction.

◆ At the heart of their capabilities is an exclusive 3x optical zoom-Nikkor lens with a 35mm equivalent range of 36-108mm (2100) or 38-115mm (3100) and macro capability down to 1.6˝. They also offers stepless digital zooming up to 4x.

◆ Automatic mode for point-and-shoot simplicity and Scene Modes which optimize the camera settings for typical picture-taking situations. One-button, one-function design makes using them simple.

◆ Nikon's exclusive 256-Segment Matrix Metering ensures correct exposure even in changing light conditions.

◆ Built-in 5-mode flash with Auto Flash, Red-Eye Reduction, Anytime Flash, Flash Cancel and Slow Sync (via Night Portrait Scene Mode).

IN-CAMERA CROPPING

Frame every shot perfectly, even after you've taken it.

Both cameras offer in-camera cropping to quickly zoom in, crop the image you see in the LCD and save a new image copy directly to the memory card without affecting the original. How many times have you taken a picture, only wishing you could get a little closer? With Nikon's exclusive In-Camera Cropping feature, you can exercise your creativity right on the LCD screen of the camera. Images can be cropped, made larger or smaller and even recomposed. Best of all, not only is a new image created, but the original is saved. The original image can also be converted into black & white or sepia. A "halo" effect can even be added after the original picture has been shot. The possibilities are endless.

Image cropping is done in-camera right on the LCD screen.

You simply zoom in on an image, then use the 4-position rocker switch to select the piece of picture that you would like to save.

COOLPIX 2100/3100

Shooting Modes

◆ Capture modes include single, continuous (full-size images up to 1.5 frames per second for as long as the shutter is pressed) and multi-shot mode (16 thumbnails displayed in a single frame)

◆ Multiple Movie Modes let the Coolpix 3100 record a 40- second movie clip at 320 x 240, 15 fps (frames per second) and a 20-second TV movie (640 x 480) at 15fps. The 2100 can shoot 15 seconds and 7 seconds, respectively. Movies can be shot in color, black and white and sepia tone (at 5 frames per second), opening the door for new creative ideas.

◆ Best Shot Selector (BSS) mode takes up to 10 shots automatically and records the the "sharpest" (most detailed) image while discarding the others.

◆ 14 Scene modes make capturing a great exposure of that perfect moment as easy as "point and shoot." Allows even the most novice photographer to take great pictures in almost any situation:

Party/Indoor – Captures the details of dimly lit scenes. The Speedlight fires automatically in extremely low-light situations

Beach/Snow –Vividly captures the brightness of subjects such as snowy fields, beaches, or sunlit expanses of water

Dawn/Dusk – Capture the natural light beauty or dim or hazy situations, like before sunrise or after sunset

Sunset– Exposure is automatically controlled, enabling you to preserve the exquisite natural beauty of a sunset

Night Landscape –

Take in the true splendor of a night time scene using only ambient light

Fireworks –
Short shutter release time lag, slow shutter speed, focus set at infinity, lets you capture fireworks in their original beauty

Close-Up – With precise manual focus area selection and appropriate coloration, this mode makes detailed subjects stand out

Copy – Ideal for shooting characters printed on a white board or pages from a book

Back Light – Speedlight fires automatically to illuminate shadows that cover a subject

Museum – Disables flash for indoor shooting in venues that don't allow flash

4 Scene Assist Modes

Nikon's new Scene Assist takes 4 of the most popular Scene Modes (Portrait, Night Portrait, Landscape, Sports) to another dimension using transparent technology to guide the photographer toward the ideal composition, focus area and exposure for each and every shot. Scene Assist acts as a photography expert built right into the camera and ready upon command. For example, when taking an off-center portrait using the Scene Assist mode, a graphical overlay visible on the LCD helps the photographer compose the shot, and then adjusts focus and exposure automatically— solving the most common photography problems, such as out-of-focus subjects, which are frustrating for most novice photographers.

How about a camera so advanced, it offers assistance when taking pictures like off-center portraits or scenic landscapes? Imagine a camera where a frame line appears on the LCD to guide you to correct composition. No more cut off heads or out-of-focus subjects.

Yellow guide lines help line up subjects/objects any way you want, from justifying left/right to centering them perfectly.

Conveniences

◆ One-Touch Upload button simplifies image data uploading of selected images to a computer (via supplied USB cable).

◆ Small Pic function produces reduced-size pictures for easy e-mailing or use on the web. Reduced-sizes include 640 x 480, 320 x 240, 160 x 120, or 96 x 72 pixels.

◆ Video output for immediate viewing of images on a TV/monitor via supplied cable.

◆ 1.5˝, 75,000-pixel (Coolpix 2100) or 110,000-pixel (Coolpix 3100) LCD monitor.

◆ Use the Quick Review button to view the images saved on the CF memory card. Zoom in on the picture or zoom out to see multiple thumbnails at once.

◆ They can imprint the date and time on digital images and prints, making it easy to catalog and remember important events.

◆ Nikon's exclusive new One-Touch Red-Eye Fix, built into NikonView 6.0 instantly fixes red-eye within most digital photos with a simple click on the computer. — you don't even have to to box in or highlight the eyes. Plus, it only fixes red-eye without affecting any other red items in the photo.

◆ They include NikonView 6.0 photo management software, strap, USB and cable, a Lexar 16 MB "Speed Rated" Starter Memory Card and a CR-V3 lithium battery. A Coolpix rechargeable NI-MH (Nickel Metal Hydride) battery and Quick Charger kit is also available separately.

◆ NikonView 6.0 lets you transfer, browse, edit, save and print photos. In addition to Red-Eye Fix, NikonView 6.0 offers expanded e-mailing capabilities, color management functionality and an option to create online photo templates using HTML.

◆ As a bonus, they include a host of exciting programs from ArcSoft including:

— PhotoImpression, a fun manipulation package that allows you to edit, retouch or apply special effect to photos

— VideoImpression to edit and share movies taken with the camera

— Panorama Maker, which lets you easily stitch together a number of images to create beautiful panoramic photos.

— PhotoBase, which allows photos and slide shows to be displayed on a PDA screen.

NIKON

COOLPIX SQ

3.1-Megapixel Digital Camera with Swivel-Design 3x Optical Zoom

Offering a compact design that is both cutting-edge and functional, the Coolpix SQ has an all-metal construction that maximizes durability while the compact swivel design maintains a stylish attitude and offers the ability to shoot from any angle. The Coolpix SQ captures stunning images (and spectacular prints up to 11x14˝) with its 3.1-megapixel CCD, 3x Optical Zoom-Nikkor lens and swiveling body design, which allows the lens path to remain in a straight line, using original light without the use of prisms. In addition, the camera features 15 Scene Modes, Quick Review and comes with the COOL-STATION Power Base which offers One-Touch Upload of images to the computer and recharges the camera's battery, all at the same time! The result of all this? A specialized and sophisticated digital camera that is sure to please adventurous photographers looking for a unique digital photography experience.

FEATURES

Nikon Quality

◆ 3x Nikkor zoom lens provides 37-111mm coverage (35mm format) to deliver incredibly sharp, crisp images. The lens offers macro shooting capability down to 1.6˝ and there is a 20-step digital zoom to 4x (in 0.2 increments) as well.

◆ World-class Nikkor optics combine with a 3-megapixel CCD to create images at resolutions up to 2048 x 1536, which provides spectacular prints as large as 11 x 14˝

◆ To provide incredible exposure and color balance, the camera incorporates Nikon's exclusive 256-segment Matrix Metering.

Exposure Modes

Coolpix SQ offers full automatic focus and exposure— you just compose and shoot. To make life simple, it features 15 programmed Scene Modes so you can capture optimal results anywhere, anytime. Even a complete novice can shoot great photos by choosing the appropriate scene mode.

Same Scene Modes as Coolpix 3100 Plus:

Panorama Assist— Lets you take several side-by-side images at the same exposure and white balance settings, then combine them using the supplied Panorama Maker software to create spectacular wide vista photos.

Cool-Station Power Base

◆ Place the camera in the Cool-Station Power Base and press the Transfer button, then sit back while your system moves your photos to the web or your computer while simultaneously recharging the EN-EL2 lithium-ion battery pack (supplied) in your camera.

◆ The Cool-Station has another slot to simultaneously charge a second battery.

Quick Review Function

◆ View your pictures on the camera's LCD by pressing the Quick Review button. Use the multi-select to page through all the pictures stored on the CompactFlash card.

DEFIES CONVENTION

The Coolpix SQ has a unique swiveling body design which allows the lens path to remain in a straight line, using original light without the use of prisms. This enables easy, versatile shooting from many different angles.

COOLPIX 4300

4-Megapixel Digital Camera

Designed for people who want high quality images and ease-of-use in a compact digital camera, the Coolpix 4300 offers the best of both worlds. It is perfect for the novice digital camera user who wants easy-to-use features and the power of a Nikon in a compact package, and the more advanced digital photographer who demands Nikon's high-quality optics, and advanced features like White Balance Bracketing and Noise Reduction in a small, lightweight design.

The Coolpix 4300 features a 4-megapixel CCD and a new 3x optical Nikkor zoom lens (38-114mm equivalent in 35mm format) to provide images with defined color, contrast and clarity. It also offers a movie mode for capturing 40 seconds of 15 fps video. The Coolpix 4300 weighs only 9.9 ounces without battery and can be used with a host of Nikon accessories including their telephoto, wide-angle and fisheye converter lenses.

FEATURES

Nikon-Quality Images

◆ 4-megapixel CCD produces high definition 2272 x 1704 pixel images. This allows you to produce beautiful 8 x 10˝ prints at 300 dpi or 16 x 20 at 150 dpi.

◆ Fully-retractable 3x Nikkor zoom lens provides 38-114mm coverage (35mm format) to deliver incredibly sharp, crisp images. The lens also offer macro shooting down to 1.6-inches and there is a 20-step 4x digital zoom as well.

◆ Offers Single-shot AF, Continuous AF and 49-position manual focus with focus confirmation indicator. 5-Area focus range affords easier photo composition.

◆ To provide incredible exposure and color balance, the camera offers four metering modes—Nikon's exclusive 256-segment Matrix Metering; or you can choose from Center-weighted, Spot, or Spot AF Area Metering.

◆ In addition to ±2EV exposure compensation in 1/3EV steps, the camera offers Auto Exposure Bracketing. (set the exposure variable to ±0.3, 0.7 or 1.0 with a a series of three or five shot.

◆ ISO settings include Auto and 100, 200 and 400-ISO equivalents

◆ White Balance Bracketing and Noise Reduction Mode for stunning color balance and removal of digital artifacts from images taken at 1/4 sec. or longer shutter speeds.

High Performance

◆ In addition to Program exposure, the Coolpix 4300 offers complete manual control over aperture and shutter.

◆ 14 Scene modes make capturing a great exposure of that perfect moment as easy as "point and shoot." Allows even the most novice photographer to take great pictures in almost any sitution

◆ Shoot in single, continuous, Multi-Shot 16 (sixteen pictures in one 2048 x 1536 frame), VGA sequence, Ultra-High Speed Continuous (up to seventy 320 x 240 QVGA images at 30 fps), or Movie Mode (40 second 320 x 240 video at 15 fps).

◆ Offers image adjustment tools including Contrast, Brightness and B&W

Conveniences

◆ Compact (3.7 x 2.7 x2.0˝ —WxDxH) and lightweight (9.9 oz.), with a style that looks as good as the pictures it takes. Ergonomic, easy-to-grip body fits snugly in the hand, with all essential controls placed within comfortable reach.

◆ One-Touch Upload simplifies image data uploading of images to a computer

◆ Small Pic function produces reduced-size pictures for e-mail or on the web.

In The Box

Comes with 16MB CompactFlash Card, USB and video cable, Nikon View 5, EN-EL1 rechargeable Li-ion Battery, MH-52 battery charger and bundled software.

TC-E2

ES-E28

FC-E8

WC-E63   UR-E4
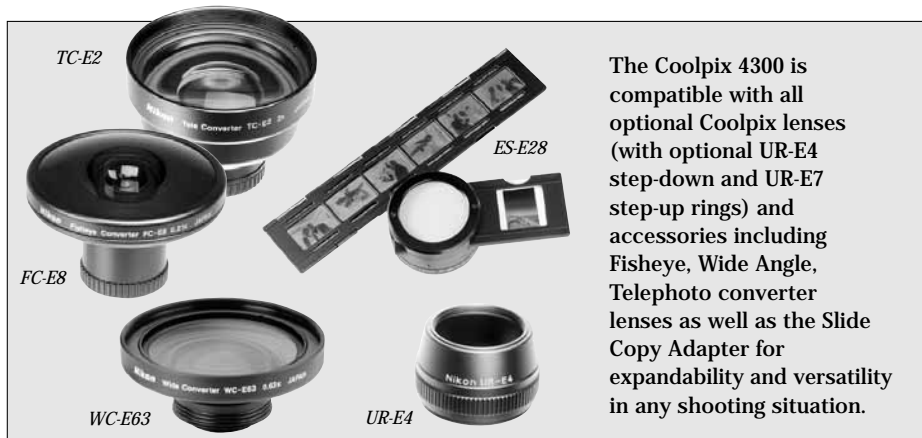
The Coolpix 4300 is compatible with all optional Coolpix lenses (with optional UR-E4 step-down and UR-E7 step-up rings) and accessories including Fisheye, Wide Angle, Telephoto converter lenses as well as the Slide Copy Adapter for expandability and versatility in any shooting situation.

NIKON

COOLPIX 5400

5.1-Megapixel Digital Camera

Featuring the same stylish, radically cool swivel design and 4x optical Zoom-Nikkor lens as its Coolpix 995 predecessor, the Coolpix 4500 offers a huge 4 megapixel CCD for even higher resolution, as well as new capabilities such as a Small Picture Function, 16 scene modes, Movie Mode with audio, and the ability to use IBM MicroDrives for storage. making it ideal for advanced amateurs and more experienced digital photographers who want quality images — but with full control. Compact and lightweight, the Coolpix 4500's radical swivel design provides unprecedented response and allows you to shoot at any angle. 16 Scene Modes enable you to capture the essence of every picture while experiencing a new dimension of digital photography fun and convenience. For even more versatility, the Coolpix 4500 accepts a variety accessories, such as wideangle, telephoto and fisheye converters and the Macro Cool-Light SL-1.

FEATURES

It takes more than just a CCD with a lot of pixels to deliver high-resolution images. It takes a complement of supporting features. The Coolpix 5400 offers the powerful trinity of superior optics, 5.1-megapixel CCD and Nikon's advanced image processing algorithms, all working in harmony to deliver astounding image quality.

5.1-Megapixel CCD

◆ Capture every detail with the camera's huge 5.1-megapixel CCD. Maximum 2592 x 1944 resolution produces high quality images for up to 16 x 20˝ prints. Also allows cropping and re-sizing of pictures while retaining fine detail

◆ In addition to the maximum 2592 x 1944 resolution, you can customize resolution for final output with five other settings: 1600 x 1200, 1280 x 768, 1024 x 768, 640 x 480 and 3:2 (2592 x 1728).

Advanced Image-Processing

◆ View images from the Coolpix 5400 on a monitor or print, and you immediately see the difference—the superior color reproduction and white balance. And unlike other digital cameras that might emphasize particular colors at the expense of overall balance and tone, the Coolpix 5400 utilizes Nikon's advanced image processing algorithms to reproduce colors amazingly faithful to the original, from subtle flesh tones and sky gradations to vivid yellows and purples.

Superior 4x Nikon Zoom Lens

◆ The key to making the highest quality photos, the Coolpix 5400 employs a 4x Zoom-Nikkor lens with Nikon's Extra-Low Dispersion (ED) glass with a zoom range of 28-116mm (35mm equivalent) for incredibly sharp, vivid images.

◆ Super Integrated Coating (SIC) applied to the lens simultaneously reduces chromatic abberation while increasing sharpness and contrast.

◆ Includes two aspherical lens elements to minimize lens aberration even at the widest aperture—maximizing optical performance throughout the zoom range

◆ 6-blade iris diaphragm that enables precise control over aperture settings -- a must to achieve unparalleled photographic results.

◆ A high-precision 4x digital zoom gives the camera remarkable dimension of power (16x when optical zoom and digital zoom are combined), while you get as close as 0.4-inches in macro mode.

◆ A host of optional lenses, including a 1.5x tele, fish-eye and wide-angle converter lens let you to shoot your subjects in various perspectives.

Vari-Angle LCD Monitor

The Coolpix 5400's enhanced, fully-articulating LCD allows you to shoot at virtually any angle in order to get the best shot. The LCD is also optimized for easy viewing in bright sunlight.

The 1.5˝ (134,000 pixel) color LCD screen features frame, thumbnail (4/9 segments), slide show and enlarged playback (up to 6x). A histogram indicator enables you to confirm your exposure setting by checking for highlights immediately after shooting.

Autofocus System

◆ Outstanding 5-Area Multi-AF produces sharp and crisp images normally associated with professional SLRs. Thumb-operated Multi-Selector allows you to target the precise AF system on any one of five areas in your photograph. There is also manual focus with focus confirmation indicator for creative control.
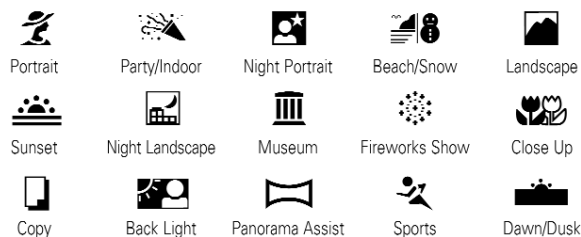
256-Segment Matrix Metering

◆ Exclusive 256-segment Matrix Metering automatically handles even the most difficult lighting situations – guaranteeing outstanding exposure control in every image. For more control, the camera also offers Center-weighted and Spot Metering. In AF Spot, the selected focus area corresponds to the metering area.

◆ Additionally, you can use exposure compensation (±2 EV range in 1/3 EV steps) or Auto Exposure Bracketing (3 or 5 frames with ±2 EV in 1/3 EV steps) for greater control over exposure.

◆ ISO 50 equivalent; 100, 200, 400 and Auto can be set.

Exposure Control

◆ The Coolpix 5400 has a full auto mode plus four exposure modes: Programmed Auto with Flexible Program, Shutter and Aperture Priority and Manual.

— Auto mode delivers superb results in virtually every shooting situation. TTL White Balance and 256-segment Matrix Metering automatically set exposure and color balance, ensuring worry-free operation in any lighting situation.

—In addition to the camera taking control of shutter speed and aperture while you adjust the remaining exposure settings, Nikon's Programmed Auto with Flexible Program lets you choose from a number of correct shutter speed and aperture combinations for more flexibility.

—Aperture and shutter priority modes use the 6-blade iris diaphragm and extended shutter speed range (1/4000 to 8 seconds) for a host of combinations.

—Manual mode lets you control all functions, from focus and exposure to image control parameters, including color saturation control.

15 Scene Modes

For optimum results even in the most diverse shooting situations, 15 Scene Modes make it easy to achieve great results. No matter the situation, even a novice can take great shots by simply choosing the appropriate mode for the next picture, while the Coolpix 5400 automatically adjust the exposure, focus, flash, contrast, sensitivity, white balance and other characteristics to the appropriate values for the scene you wish to capture.

Portrait	Party/Indoor	Night Portrait	Beach/Snow	Landscape
Sunset	Night Landscape	Museum	Fireworks Show	Close Up
Copy	Back Light	Panorama Assist	Sports	Dawn/Dusk

High-Performance Camera

◆ Offering the ultimate in full creative control for the photographer, the Coolpix 5400 is among the fastest and most responsive in its class with minimal shutter lag and high-speed autofocus. It also features a vast range of shutter speeds from 1/4,000 of a second up to 10 minutes.

◆ Long night time exposures (1/4 of a second and longer) are possible. Nikon's Noise Reduction Mode cancels the background noise that plague such images, allowing new opportunities for long time exposure and night-time photography.

◆ Saturation Control Mode offers increased flexibility in digital photography, where instant results from a printer or monitor without manipulating the image is key.

◆ Control color saturation in 5 steps (from +2 to -2) based on your final output goals. High saturation images reproduce boldly for home printing, while low-saturation images are ideal for postproduction and manipulation on a computer. You can also select B&W for beautiful gray tone images.

◆ Nikon's exclusive Best Shot Selector (BSS) automatically selects the "sharpest" from a series of consecutive shots — especially valuable during macro or telephoto shooting.

◆ Taking this popular function even further, Nikon's latest innovation, AE-BSS (Auto Exposure–Best Shot Selector), automatically selects the image with the best relative exposure from a series of five consecutive shots by analyzing the tonal range and gradation of each image. There are three modes available:
Highlight mode (accentuates details in bright portions of scene); Shadow mode (brings out details in dark portions of scene); and Histogram mode (most suitable for post-capture manipulation).

5 shot buffer mode makes sure you never miss that spontaneous moment by recording the last 5 taken in sequence. For example, if you know that something is going to happen but are unsure as to when, then set the camera to 5 shot buffer mode and hold down the shutter release button. When the moment you want to capture has just occurred, take your finger off the shutter release button and the last five pictures will be saved to the memory card.

NIKON

COOLPIX 5400

Multiple Shooting Modes

◆ For pure flexibility, the Coolpix 5400 offers multiple shooting modes including Single, Continuous High/Low, Multi-Shot 16, Ultra High-Speed Continuous Macro and Movie modes.

—**Continuous L (Low)**
Capture 1.5 frames per second (fps) up to 18 frames

—**Continuous H (High)**
Camera's high-capacity 64MB buffer memory lets you capture up to 7 full-size images at up to 3 fps in this mode

—**Multi-Shot 16 Mode**
Capture a collage of 16 small images (568 x 426 pixels) at 2 frames-per-second which fills-in a 4x4 array within a single high-resolution image as the shooting progresses

—**Ultra High-Speed Continuous Mode**
Capture up to 100 QVGA-sized images (320 x 240 pixels) at 30 fps

—**Macro Mode**
The Coolpix 5400 can shoot subjects as close as 0.4 inches with extreme detail and clarity. Ultra Macro is supported by the exclusive Best Shot Selector (BSS) feature, which automatically chooses the sharpest of three images.

—**Movie Modes**
Select from TV or Small movie modes. TV mode lets you record up to 70-second movies with VGA-size (640 x 480) images and sound at 15 frames per second; Small movie mode lets you record up to 3 minute movies with sound at 15 fps and QVGA-size (320 x 240) images.

—**Time Lapse Movie Mode**
With the optional AC adapter and a keen imagination, the camera can produce incredible time-lapse movie sequences, by capturing motion JPEG files showing slow-moving objects or events over a long duration such as a sunrise to sunset or a flower blooming. Here is how it works: The camera takes a series of still images at specified intervals (30 seconds to 60 minutes) and joins these frames together to create a QuickTime movie with a frame rate of 30 fps.

Flash System

◆ The camera's intelligent built-in Speedlight fires automatically when ambient light is insufficient, ensuring bright, colorful pictures with negligible red-eye effect.

◆ Flash modes include Rear Curtain Sync and user controllable for creative flash photography and stroboscopic image capture, as well as auto flash, anytime flash, no flash, slow sync, and red-eye reduction. Rear-Curtain Sync opens the shutter and fires the flash just before it closes, turning available light into a radiant stream that follows the flash-illuminated subject. Repeating Flash, delivers a strobe effect, firing the flash continuously at preselected intervals.

◆ For more flash power and flexibility you can add external Nikon flashes (including the SB-22s/23/27/30/50DX and SB-80DX) via the camera's accessory shoe. This opens up possibilities for even more powerful, high-quality and multiple-flash photography—including Nikon's wireless Speedlight system.

Automatic White Balance plus White Balance Bracketing

◆ 256-segment Matrix Auto White Balance provides outstanding color balance in every image. In addition, there are six manual modes with fine tuning (Daylight, Incandescent, Fluorescent, Cloudy, Speedlight, Shade). There is also a preset and White Bracketing mode.

◆ White Balance Bracketing allows you to automatically shoot the same scene with 3 different white balance settings, ensuring greater color accuracy in all conditions.

Intuitive Design - Easy Operation

Coolpix 5400 photographers will have complete and immediate access to important camera settings at one's fingertips without having to navigate through the menu system with the addition of a new command dial based on the award-winning Nikon D100 design. The new command dial will leave 5400 photographers free to seek out their next great shot. .

◆ In addition, the Mode dial allows direct selection of exposure modes, movie mode, white balance, ISO sensitivity, image size, playback mode and other camera settings. The Mode dial is the ideal complement to the Command dial and the Multi selector, greatly simplifying camera setting and allowing you to concentrate on shooting.

◆ Compact, lightweight magnesium (Mg) alloy body is designed for maximum durability and portability, and affords a secure, comfortable grip for stability during shooting.

COOLPIX 5400

Image Management

◆ The Small Picture function creates a reduced-size copy (640 x 480, 320 x 240), 160 x 120, or 96 x 72 pixels) for quick and easy e-mailing to family and friends.

◆ Connect the Coolpix 5400 to a computer via the supplied USB cable and the included Nikon View 6 software will automatically launch. Then simply choose the Transfer Function and your selected images will be automatically uploaded to the computer.

◆ NikonView 6 features a One-Touch Red-Eye Fix function which automatically corrects typical red-eye at the touch of a button.

◆ Perspective Control in playback allows you to correct distortion in architectural and landscape photography. With certain subjects such as tall buildings, the perspective tends to be emphasized when shot from a low angle. After you have taken such image, the Perspective Control feature allows you to emphasize or straighten the converging lines.

Additional Features

◆ Compatible with Type I/II CompactFlash Cards as well as IBM Microdrives

◆ In addition to the Vari-Angle LCD monitor, the Coolpix 5400 offers a real-image optical viewfinder which zooms along with the lens. Also offers -3-+1 diopter adjustment for eyeglass wearers.

◆ USB connector for easy, high-speed image transfer and Nikon View 6 software for more convenient data archiving

◆ Voice Memo function records audio captions (for up to 20 seconds) for playback with still images.

◆ Supplied EN-EL1 rechargeable lithium-ion battery and charger, provides up to 100 minutes of continuous operation

◆ Want to check and review your work while shooting? Nikon's Quick Review function lets you quickly check the last exposure while still in record mode with a unique "picture in picture" review—it actually opens a playback window in the upper left-hand corner of the display screen, keeping the viewfinder image live on the remaining LCD area.

NikonView 6 Software
(Included with every Coolpix Digital Camera)

NikonView 6 software gives you the freedom to get creative with your pictures. From retouching to resizing, you'll be able to make your pictures unforgettable.

Optimizing Your Workflow:

– NikonView 6 is a powerful software tool designed to expand your control as you work towards making the most perfect image files. With View 6, you can perform a variety of tasks. Images can be selectively transferred from your Nikon digital camera or from a CompactFlash card reader. The selected picture and shooting information is displayed in separate windows.

– IPTC (International Press Tele-communications Council) data (captions, categories, copyright, routing, bylines, etc.) and camera shooting data can be directly embedded into the image header and later used for image management. The information is embedded into the meta fork of the image and travels with your file as it is catalogued, transmitted, resized, altered or put on the web.

– NikonView's Editor program edits NEF, TIFF and JPEG files and interfaces with any image editing program for final creative adjustments. In addition, you can email images directly to friends and clients and create slide shows to display your work in the View 6 browser.

– Finally, you can print directly out of the browser screen using pre-made templates so you can get the most images out of a sheet of paper with Color Sync enabled.

EVERYTHING YOU NEED TO GET STARTED:

Includes Lens Cap, Camera Strap, AV Cable, CompactFlash Memory Card, USB Cable, EN-EL1 Rechargeable Lithium-Ion Battery, MH-53 Battery Charger, Nikon View CD with NikonView 6 Software and ArcSoft software suite.

Optional Accessories

The Nikon Coolpix 5400 is compatible with Coolpix accessory lenses including the 1.5x ED glass teleconverter, the 0.8x Wide Angle Adapter, and a Fisheye converter lens for an unprecedented 190° of coverage.

WC-E80

WC-E80 0.8x Wide Angle Lens *(NIWACCP5700)*
Reduces focal length of the camera lens by 0.8x to give the Coolpix 5400 a 22mm wide angle (requires UR-E9 adapter) **189.95**

TC-E15ED 1.5x Teleconverter Lens *(NITCCP5700)*
Increases the 5400's focal length by 1.5x (up to 174mm in 35mm equivalent) when the camera is zoomed all the way requires UR-E9 adapter) **189.95**

TC-E15ED

FC-E9 Fish-Eye Lens Converter
Gives the 5700 focal length of 7mm. With approximately 183° coverage, it can be used as full-frame or circular image lens. Requires the UR-E10 step-down ring **199.95**

NIKON

COOLPIX 5700

5-Megapixel Digital Camera with 8x Optical Zoom Lens

Extraordinary digital that's what the Coolpix 5700 offers. Designed for the advanced amateur, digital enthusiast, semi-professional and others who require the highest quality, the Coolpix 5700 combine super high precision 8x Zoom-Nikkor lenses with a 5-megapixel CCD for clear, sharp, high-resolution images with brilliant color. It's compact, lightweight body is made of magnesium alloy for unparalleled portability. An ergonomic, easy-grip design ensures secure handling and comfortable operation.

Virtually identical, with many of the same features as the Coolpix 5400 (same exposure modes, metering options, shooting modes, Noise Reduction Mode, Saturation Control and White Balance Bracketing etc., but no Scene Modes) the Coolpix 5700 basically differs only in zoom lens ratio and type of viewfinder.

Nikon's newly developed 8x Zoom-Nikkor lens, with its 8.9-71.2mm focal range (equivalent to 35-280mm in 35mm format) delivers exceptional optical performance, while the lens' considerable zoom range provides invaluable flexibility. The new EVF (Electronic ViewFinder) with its great frame coverage offers total convenience in every shooting position. In addition, the Coolpix 5700 includes a RAW image (NEF format) recording mode for untouched image quality, and has a built-in speaker, making instant confirmation playback of movies possible. The Coolpix 5700 is compatible with a broad range of quality accessories. Optional wide angle and telephoto converter lenses extend the photographer's creative potential, while the optional battery pack, powered by six AA-size alkaline batteries incorporates a second shutter button for portrait/vertical position shooting.

FEATURES

8x Zoom-Nikkor Lens

◆ Nikon's prowess in optics has never been more evident than in the camera's newly developed 8x Zoom-Nikkor lens which offers an amazing focal range of 35-280mm (35mm equivalent). Capture wideangle to super-telephoto images, plus close-ups as close as 1.2˝ in macro macro mode or with Super-telephoto Macro.

◆ The lens features two ED (Extra-Low Dispersion) lens elements to minimize chromatic abberation, for crisp, clear shots—even up close. Add an optional wide angle converter or 1.5x teleconverter to extend the shooting range from 28mm to 420m (35mm equivalent). And for even greater magnification, the 5700 offers 4x digital zoom capability for an amazing 32x total zoom range.

◆ Super Integrated Coating (SIC) applied to the lens simultaneously reduces chromatic abberation while increasing sharpness and contrast.

◆ Combined with the 5.0 effective megapixels, you get incredibly crisp, clear images - even close-up - with vibrant color and sharp contrast. And the super-wide focal range presents opportunities, which can certainly stimulate even the most ardent photographers.

Electronic Viewfinder (EVF)

◆ The Coolpix 5700 uses an electronic viewfinder (EVF) which is basically a 180,000-pixel LCD with an anti-reflective coating, for a enhanced frame coverage and a bright view.

◆ The EVF's information and menu screens include exposure settings, camera mode settings, and battery information. A diopter adjustment is also provided.

◆ Want to check and review your work while shooting? Nikon's Quick Review function lets you quickly check the last exposure while still in record mode with a unique "picture in picture" review—it actually opens a playback window in the upper left-hand corner of the display screen, keeping the viewfinder image live on the remaining LCD area.

COOLPIX 5700

Pro Shooting

◆ 256-segment matrix metering, top shutter speed of 1/4000 second, Shutter and Aperture Priority, full manual control.

◆ Nikon's exclusive Best Shot Selector (BSS) automatically selects the "sharpest" from a series of consecutive shots — especially valuable during macro or telephoto shooting.

◆ Noise Reduction Mode goes beyond the limits of conventional digital photography, employing a multiple exposure technique to eliminate intrusive background noise buildup from the CCD and deliver extended time exposures with excellent results.

◆ Noise Reduction also includes a Clear Image Mode for outstanding images with ultra-smooth gradation at sizes up to 1280 x 960. Clear Image takes advantage of the 5-megapixel CCD—adding and averaging two pixels vertically—for wider dynamic range and superior S/N ratio.

MB-E5700 Batery Pack

◆ Exclusively for the Coolpix 5700, the optional MB-E5700 Battery Pack uses 6 AA batteries for extended battery life, and features its own shutter release button, making it ideal for vertical shooting.

◆ Saturation Control Mode offers increased flexibility in digital photography, where instant results from a printer or monitor without manipulating the image is key. Control color saturation in 5 steps (from +2 to -2) based on your final output goals.

◆ Built-in automatic flash actually pops up to reduce red-eye. You can also attach a SB-800AF to the built-in hot shoe if more light is required. Once an external Speedlite is attached it overrides the built-in flash, but you can set them to fire both simultaneously in situations if even more light is desired

Take hold of the Coolpix 5700 and experience the measure of Nikon's vast heritage. Using a tough but lightweight magnesium alloy, the camera's contours have been sculpted for a secure, comfortable grip. Nikon designers paid meticulous attention to every detail—from delicate curves to finely textured finish—for optimum shooting comfort.
The intelligent layout of the dial and buttons on the cameras have been ergonomically arranged for instant, intuitive control.

◆ White Balance Bracketing automatically shoots the same scene with three different white balance settings, ensuring greater color accuracy in all conditions.

◆ Engineered for rapid response, you're always ready to shoot. Shutter release lag time and other functions—from start-up to zoom, autofocus an image processing– are dramatically fast.

◆ Offers a top shutter speed of 1/4000 second and can record 320 x 240 QVGA movies at 15 fps for up to 60 seconds.

◆ Capture up to three full-size (2560 x 1920) images at 3 fps in Continuous High mode or 1.5 fps in Low mode. Multi-shot 16 takes sixteen VGA-size (640 x 480) pictures consecutively at 3 fps, and records them as a single full-size images. When speed is essential, Ultra High-Speed Continuous mode lets you take up to 100 QVGA-size (320 x 240) pictures at 30 fps.

◆ Vari-angle LCD monitor makes shooting easy in virtually any position. Design protects the LCD when not being used.

RAW Mode

Unlike the Coolpix 5400, the Coolpix 5700 also offers RAW image data recording mode, a feature usually found in professional digital SLR cameras. RAW images can be viewed on the LCD monitor. This mode is extremely valuable to photographers who may not have the time to make detailed camera settings prior to shooting, and must adjust images after they have been captured.

By using the optional Nikon Capture 4.0 software, you can adjust the exposure and white balance of RAW image data or NEF (Nikon Electronic Format) on a PC before the image is completed and ready for printing. This flexibility allows you to correct for unusual lighting, under- or overexposure and other issues. Post-processing potential and image quality are greatly enhanced.

Supplied Accessories:

LC-CP10 lens cap, camera strap, AV cable, CompactFlash memory card, USB cable, EN-EL1 rechargeable lithium-ion battery, MH-53 battery charger, Nikon View CD with NikonView 6 software and ArcSoft software suite.

Optional Accessories:

MB-E5700 Battery Pack	**TC-E15ED 1.5x Teleconverter Lens***
NIBPCP5000 ....**149.95**	*NITCCP5700* **89.95**
WC-E80 0.8x Wide Angle Lens*	**HR-E5700 Lens Hood**
NIWACCP5700..**189.95**	*NILHCP5700* **27.95**

* Requires UR-E8 Step-Down Ring Lens Adapter

NIKON

COOLPIX CAMERA SPECIFICATIONS

	2100	3100	SQ	4300	5400	5700
Effective Megapixels	2.0	3.2	3.1	4.0	5.1	5.0
Maximum File Size	5.5 MB*	9 MB*	9 MB*	11 MB	15 MB	15 MB
Resolution (in pixels)	1600 x 1200 1024 x 768 640 x 480 Small Pic	2048 x 1536 1600 x 1200 1280 x 960 1024 x 768 640 x 480 Small Pic	2016 x 1512 1600 x 1200 1324 x 768 640 x 480 Multi Shot	2272 x 1704 2048 x 1536 1600 x 1200 1280 x 960 1024 x 768 640 x 480 Small Pic	2592 x 1944 1600 x 1200 1280 x 960 1024 x 768 640 x 480 3:2 (2592 x 1728)	2560 x 1920 1600 x 1200 1280 x 960 1024 x 768 640 x 480 3:2 (2560 x 1704)
File Formats	JPEG, QuickTime	JPEG, QuickTime	JPEG, QuickTime	TIFF, JPEG, QuickTime	TIFF, JPEG, QuickTime	TIFF, JPEG, NEF, QuickTime
Lens	3x Optical Zoom (36–108mm) Digital Zoom To 4x	3x Optical Zoom (38–115mm) Digital Zoom To 4x	3x Optical Zoom (37–111mm) Digital Zoom To 4x	3x Optical Zoom (38–114mm) Digital Zoom To 4x	4x Optical Zoom w/ED glass elements (28–116mm)	8x Optical Zoom w/ED glass elements (35–280mm)
Exposure Modes	Automatic 14 Scene Modes 4 Scene Assist Modes	Automatic 14 Scene Modes 4 Scene Assist Modes	Program Automatic 16 Scene Modes	Program Automatic 12 Scene Modes	Flexible Program 15 Scene Modes Manual Aperture Priority Shutter Priority	Flexible Program Manual Aperture Priority Shutter Priority
Exposure Metering Options	256-Segment Matrix	256-Segment Matrix	1005-Segment Matrix Center-Weighted Spot	256-Segment Matrix Center-Weighted Spot AF Spot	256-Segment Matrix Center-Weighted Spot AF Spot	256-Segment Matrix Center-Weighted Spot AF Spot
Macro Capability	To 1.6"	To 1.6"	To 1.6"	To 1.6"	To 0.4"	To 1.2" plus Super Telephoto Macro at 12"
Capture Modes	Single Multi Shot 16 Continuous Movie Mode	Single Multi Shot 16 Continuous Movie Mode	Single Multi Shot 16 Continuous Movie Mode	Single Multi Shot 16 Continuous Movie Mode High Speed Continuous Ultra High Speed Continuous	Single Multi Shot 16 Continuous H Continuous L Movie Mode w/Audio 5 Shot Buffer (1.5 fps) Ultra High Speed Time Lapse Movie Mode	Single Multi Shot 16 Continuous Movie Mode w/Audio High Speed Continuous Ultra High Speed Continuous
Manual Settings	Image Sharpening White Balance In-Camera Cropping Photo Enhancement - B & W - Sepia - Halo - Date Imprint	Image Sharpening White Balance In-Camera Cropping Photo Enhancement - B & W - Sepia - Halo - Date Imprint	7 White Balance Options Best Shot Selector	Image Sharpening 7 White Balance Options White Balance Bracketing 3 Sensitivity Options Noise Reduction Mode Saturation Adjustment Exposure Bracketing Best Shot Selector	Image Sharpening 7 White Balance Options White Balance Bracketing 5 Sensitivity Options Noise Reduction Mode Exposure Bracketing AE Best Shot Selector Best Shot Selector	Image Sharpening 7 White Balance Options White Balance Bracketing 5 Sensitivity Options Noise Reduction Mode Best Shot Selector
Flash	5 mode built in flash	5 mode built in flash	4 mode built in flash	5 mode built in flash	6 mode built in flash including rear curtain sync, Repeating flash, Hot Shoe for additional flash	5 mode built in flash Automatic pop-up type Hot Shoe for additional flash
Battery/Charger	1 CR-V3 included 2 NiMH (optional)	1 CR-V3 included 2 NiMH (optional)	Rechargeable Battery and Charger COOL-STATION Power Base Included	Rechargeable or 2CR5/DL 245 Battery and Charger Included	Rechargeable or 2CR5/DL 245 Battery and Charger Included	Rechargeable or 2CR5/DL 245 Battery and Charger Included
Weight	5.3 oz.	5.3 oz.	6.3 oz.	7.9 oz.	11.3 oz.	16.9 oz.

Optional Accessories for the Coolpix 4300/4500/5000/5400/5700

LENSES

FC-E8 Fish-Eye Lens Converter
Gives your camera a focal length of 8mm. With approximately 183° coverage, it can be used as full-frame or circular image lens. Fits Coolpix 4500/5000. 4300 requires the UR-E4 step-down ring *(NIFECCP900)* **199.95**

WC-E63 W/A Converter Lens
The WC-E63 offers 24-60mm coverage with the Coolpix 4300 (requires the UR-E4 step-down ring) and 24-72mm coverage with the Coolpix 4500 *(NIWACCP990)* **139.95**

WC-E68 19mm Converter Lens
Designed for the Coolpix 5000 the WC-E68 offers 19mm coverage (35mm equivalent) to give your photography a dramatic perspective. Can also be used with the 4500 with optional UR-E7 adapter.
(NIWACCP5000) **179.95**

TC-E2 2x Tele Converter Lens
Doubles the available focal length of your camera. Coolpix 4300 requires UR-E4 step-down ring, the 5000 needs the UR-E6 step up ring. *(NITCCP950)* **134.95**

TC-E3 3x Tele Converter Lens
Uses Nikon's high quality ED glass to triple their focal length. Coolpix 4300 requires UR-E4 step-down, the 5000, the UR-E6 step up ring.
(NI3XCP880) **244.95**

28mm Filter Set
Set of four filters (UV Protector, Circular Polarizer, NDx4, NDx8) in a wallet. Fits Coolpix 4300 (with adapter), 4500 and 5000.
(NIFS28CP990) **54.95**

BATTERIES AND POWER

EN-EL1 Rechargeable Battery *(NIENEL1)*
90-minute rechargeable lithium-ion battery, for the Coolpix 4300, 4500, 5000, 5400 and 5700 (replacement) **34.95**

MH-53 Battery Charger *(NIMH53)*
For charging the EN-EL1 Lithium-ion battery. Approximate charge time of two hours (repl.) **21.95**

EH-53 AC Adapter *(NIEH53)*
AC adapter for the Coolpix 4300, 4500, 5000, 5400 and 5700. Ideal for long shooting situations or when downloading images to your computer **24.95**

MH-53C Car Battery Charger *(NIMH53C)*
Allow you to easily and conveniently charge your Coolpix battery on the road. Plugs into your car's cigarette lighter outlet (12 or 24-volt) to charge the EN-EL1 Lithium-ion battery.

Mastering Nikon Compact Digital Cameras
By Peter iNova

eBook on CD including 369 pages of text, over 1000 full-color images in ultra-high resolution (easily blow them up to 300% on your screen without losing detail), plus over 350 exclusive iNovaFX Photoshop Action Filters. Special camera operations chapters for Coolpix 775, 950, 990, 995 and the 5000
GBCDMNCDC...**49.95**

ES-28 Slide Copier Adapter *(NIESE28CP990)*
Attach to your camera and make digital copies of 35mm positive/negative film (with a mount or sleeve). Coolpix 4300 require UR-4 adapter ring, 5400 requires the UR-11 ....**69.95**

SL-1 Macro Cool-Light *(NIMCL)*
Designed exclusively for the Coolpix 4500, the SL-1 enhances the 4500's versatility by evenly illuminating near-field subjects for detailed macro shots without obtrusive shadows **94.95**

LCD Lens Hoods
Prevents bright light from hitting the LCD, allows for better viewing in bright sunlight.

For Coolpix 4300 *(25165)*......................**24.95**
For Coolpix 5000 *(25175)*......................**24.95**
For Coolpix 5400 *(25614)*......................**18.95**
For Coolpix 5700 *(25185)*......................**27.95**

MC-E1U Remote Cord *(NIRCCP990)*
For remote shutter release of the Coolpix 4300, 4500, 5000, 5400 or 5700. Also enables zoom setting, interval shooting and playback. You can confirm information such as the set mode and the number of frames to be captured..............**89.95**

UR-E4/E6/E7/E8/E9/E10/E11 Adapter Rings
Allows the 4300/4500/5000/5400/5700 to be used with optional lenses (spec.)................**9.95**

OLYMPUS

D-560 ZOOM

3.2-Megapixel Digital Camera

A sleek, stylish and ultra-compact camera for those just starting in digital photography, the 3.2-megapixel D-560 combines basic point-and-shoot simplicity with high-quality optics for great-looking results. Incredibly affordable the D-560 comes with a 3x optical zoom that can be multiplied by a 3.3x digital zoom, providing a seamless a 10x zoom. In addition, it features a super bright viewfinder, automatic operation, including white balance and digital ESP, and four scene programs that make it easy to take your best shot every time. It also utilizes the xD-Picture Card to take advantage of its increased memory capacity and decreased size. And when a picture isn't enough, record your memories in movie mode. Downloading images is also easy. With software-Auto-Connect USB, you just plug the camera into any USB computer and it automatically connects. Then just drag and drop your images to e-mail, print or store them. For added convenience, you can capture hundreds of shots with only AA or CR-V3 lithium batteries.

FEATURES

High Performance

◆ The D-560's 3.2-megapixel (effective) CCD delivers sharp, clear images with up to 2048 x 1536 resolution for high quality prints up to 8 x 10˝ and larger.

◆ High-quality Olympus 3x optical zoom lens (35-105mm equivalent in 35mm) with aspherical glass elements gives you pictures filled with brilliant color and detail. The lens is matched to the CCD and designed for digital photography resulting in superior image quality.

◆ In addition, a 3.3x digital zoom gives you the flexibility of seamless 10x total zoom.

◆ Macro mode lets you get as close as 8˝.

◆ Exclusive TruePic technology optimizes image quality for picture sharpness, contrast, true colors and gradation in all resolutions. TruePic creates image using every pixel, so even pictures shot at low resolution settings are sharp and clear.

◆ Sequence mode captures the action at 1.5 fps up to 5 frames

◆ QuickTime movie mode lets you record 15 seconds of 320 x 240 resolution video clips at 15 frames per second or 60-second clips at 160 x 120 resolution.

◆ Image-editing tools include black-and-white, sepia, and "file resize mode".

Exposure Controls

◆ Program auto exposure with ±2.0 EV (in 0.5 EV steps) exposure compensation

◆ Digital ESP multi-pattern or spot metering for advanced exposure control.

◆ Auto white balance, plus pre-set manual settings for daylight, overcast, tungsten, and fluorescent

◆ Built-in auto flash for low and backlight, plus Red-Eye Reduction, Slow Shutter Synchronized (1st curtain and 1st curtain with Red Eye Reduction), Fill-In and Off modes. The flash doesn't pop up like previous models further complimenting the camera's compact design.

Conveniences

◆ Functional protective lens barrier protects the lens when camera isn't in use, and also functions as the power on/off switch. Simply slide it open and the camera is ready to shoot in about 1 second.

◆ Video output allows images and video clips to be viewed on any TV/monitor with the supplied cable

◆ Automatic Noise Reduction technology delivers crisp, clean colors and sharp detail even when shooting night shots or exposures of one second or longer in the Night Scene mode.

D-390 ZOOM
2-Megapixel Digital Camera

Almost identical to the D-560 Zoom except for CCD and optical zoom, the compact but durable and very affordable 2-megapixel D-390 Zoom does not have an optical zoom, but provides a 2.5x digital telephoto that offers a 38-95mm (in 35mm) range. Like the D-560 Zoom it has a stylish body in attractive silver tones with sliding clamshell lens barriers. It features Digital ESP multi-pattern and spot metering; auto white balance; multiple flash settings, exposure compensation and QuickTime movie mode. For convenience, it offers 1.8˝ LCD and optical viewfinder, Auto-Connect USB function, has four scene modes and uses the xD-Picture Card for storage.

◆ Offers a menu architecture that's easy to navigate for fast access to the right settings with just the press of arrow buttons.

—In fully Programmed Auto mode, the camera offers basic point-and-shoot simplicity for flawless picture taking in typical situations.

—The easy-to-use Scene Program modes (viewable through the LCD menu) provide fully automatic exposure adjustments to ensure optimum results in a wide variety of settings: Portrait, Self Portrait, Landscape-Portrait, and Night Scene photography.

◆ USB Auto-Connect means almost any computer with a USB port will recognize the D-560 Zoom and automatically connect—no additional software to install.

◆ "2 in 1" photography mode records two vertically-oriented, half-sized images. After capture, the images are saved side-by-side in one image, giving a split-screen effect.

◆ Date and Time can be simultaneously recorded onto any image

◆ Uses revolutionary xD-Picture Cards for storage. Ultra-compact digital camera memory, the xD-Picture Card is the size of a postage stamp but is priced competitively with other flash media cards. Designed with lower power consumption as well as increased durability and reliability, the xD-Picture Card offers future capacity up to an incredible 8GB.

◆ Available only with Olympus xD-Picture Cards, the Panorama mode captures as many as 10 consecutive shots to be stitched together on a computer into one panoramic image. Alignment guidelines appear on the screen to perfectly line up each shot.

1.8˝ LCD Monitor

◆ 1.8˝ 85,000-pixel LCD monitor serves as viewfinder and menu control panel.

◆ Playback modes include Index display, up to 4x enlargement, slide show, scene rotation and Normal and frame-by-frame movies.

◆ Also includes an optical real-image viewfinder with diopter adjustment and autofocus/backlight LED

Compact, Elegant Design

◆ From surprise parties to last-minute getaways,the small and stylish D-560 Zoom commands attention everywhere it goes.

◆ Equipped with a durable plastic body in attractive silver tone with sliding clamshell lens barrier, the D-560 Zoom should fit into average coat pockets and purses with ease, and may slide into larger shirt pockets. The small size is due in part to their exclusive use of the miniature xD-Picture Card.

xD-Picture Card
The Most Advanced Digital Media Cards Ever

Compact and durable, the Olympus xD-Picture Card is the ultimate reusable digital media. Besides offering compatibility with most manufacturers xD-compatible devices, it's the only xD card that supports the Panorama function found on most Olympus digital cameras. And it's just as easy using non-xD devices as well, thanks to a number of groundbreaking adapters that are available including a CompactFlash Adapter, SmartMedia USB Reader/Writer, and PCMCIA/PC Card Adapter.

So Small, It's Huge
An exceptionally compact design means manufacturers will be able to deliver smaller, more stylish, more powerful digital devices in the future.

Durable
Olympus xD-Picture Cards were designed for maximum durability, so it's easy to feel comfortable trusting them with important digital information.

Panorama Support
Olympus xD-Picture Cards are the only xD cards that support the Panorama function found on most Olympus digital cameras.

Room for Growth
Designed with the most advanced storage technology available, the Olympus xD-Picture Card system meets the memory capacity needs of today, while also being readily available to fulfill the increased memory capacity needs of tomorrow.

DIGITAL CAMERAS

89

OLYMPUS

STYLUS 300 DIGITAL • STYLUS 400 DIGITAL

Sleek, Metal, All-Weather, Point-and-Shoot Digital Cameras

The best-selling film camera series is now digital. Adapting the DNA of America's best-selling 35mm point-and-shoot film camera series into a modern digital form, the 'Stylus Digital' cameras are the culmination of years of refinement and embody the highest level of style and performance in a package that looks as great as the pictures it produces.

Incorporating the premium features and design elements that are trademarks of the Stylus name, both the 3.2-megapixel Stylus 300 Digital and the 4.0-megapixel Stylus 400 carry on the heritage of their film predecessors. They are ultra-compact, all-weather and easy-to-use cameras designed for the digital photography enthusiast looking for the best performance in a stylish and portable body.

FEATURES

High Quality

◆ The Stylus 300 Digital features a 3.2 megapixel CCD that lets you shoot big images for crystal clear 8 x 10˝ prints, small images perfect for e-mail, and everything in between. The Stylus 400 Digital has a 4 megapixel CCD, for greater flexibility when cropping and printing even bigger photos.

◆ Olympus's TruePic technology optimizes image quality for picture sharpness, contrast, true colors and gradation in all picture resolutions, and Automatic Pixel Mapping, which analyzes the CCD, and re-maps it for maximum CCD performance.

3x Optical Zoom

◆ High-quality Olympus 3x optical zoom with aspherical lens elements gives you the ability to fill your pictures with sharp detail and vibrant color.

◆ Especially designed for digital cameras, the lens provides the equivalent of 35-105mm f3.1/5.1 in 35mm photography. And when you want to go farther, a 4x digital zoom combines to give you the power of a 12x total seamless zoom.

◆ A Macro Mode lets you to take close up photographs to capture details like the wings of a butterfly.

Exposure Control

◆ Digital ESP multi-pattern or spot metering for advanced exposure control. Multi-pattern meters the whole frame, spot, meters just the center. Manual controls include ±2EV exposure compensation to lighten or darken the image.

◆ Auto white balance, plus pre-set manual settings for daylight, overcast, tungsten, and fluorescent to adjust the color.

◆ The Stylus Digital cameras offer point-and-shoot simplicity (automatically setting aperture and shutter speed) for flawless picture taking. For photographers who want optimum results in a wide variety of settings, the easy-to-use Creative Scene Modes provide fully automatic exposure adjustments for Portrait, Self-Portrait, Landscape, Landscape-Portrait and Night Scene.

Stylish and Innovative

Since 1991, 22-million award-winning Stylus film cameras have been sold in the US. With a clamshell lens barrier pioneered by Olympus and an artistic design inspired by the beauty of ocean waves, the Stylus has won many awards and accolades such as being displayed at New York's Metropolitan Museum of Art.

And no design detail was overlooked in creating the Stylus Digital cameras. The 300 has a sliding lens barrier accented in silver, while the 400's is accented in gold. Measuring an ultra-compact 3.8 x 2.2 x 1.3˝ (LHW), and weighing just 5.8 ounces, the Stylus Digital delivers maximum portability and durability for an on-the-go lifestyle. Stylus Digital cameras are not only attractive and compact, but also weather resistant. The lightweight and ergonomic metal bodies of the Stylus 300/400 Digital provide all-weather protection, and can even endure a downpour.

Viewfinder/LCD

◆ The cameras have a real-image optical viewfinder as well as an easy-to-view 1.5˝ color LCD display on the back of the body for composing and reviewing shots. Menu navigation is easy to control with the push of arrow buttons.

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STYLUS 300 DIGITAL • STYLUS 400 DIGITAL

Shooting Modes

◆ Movie mode records moving images (without sound) with maximum lengths of 16 seconds at 320 x 240 resolution, or 70 seconds at 60 x 120 resolution.

◆ Built-in flash with five modes (auto for low and backlight, red-eye reduction, fill-in and off.

◆ Self-Timer provides a 12-second delay between the time the Shutter button is pressed and the image is captured.

◆ Supplied remote control allows you to fire the shutter from a short distance away, after a two-second delay.

◆ Continuous Shooting mode captures a series of images at a rate of just over one frame per second, while the Shutter button is held down.

◆ "2 in 1" photography mode records two vertically-oriented, half-sized images. After capture, the images are saved side-by-side in one image, giving a split-screen effect.

◆ Panorama mode captures as many as 10 consecutive shots to be stitched together on a computer into one panoramic image (with Olympus xD-Picture Cards).

◆ Create sepia tone or black-and-white pictures from your full color images through the camera's Playback menu.

Conveniences

◆ Trim, compact dimensions are perfect for shirt pockets and small purses

◆ All-weather body means you can take them just about anywhere. They can withstand light rain or water splashed from any direction.

◆ Connect to nearly any USB computer with no software and no hassle, for easy printing, e-mailing and more.

◆ Use ultra-compact xD-Picture Cards, the size of a stamp, for media storage.

◆ For printing, they are compatible with PRINT Image Matching II, DPOF (Digital Print Order Format), DCF (Design rule for Camera File System) and Exif 2.2.

All-Weather Protection

Since their inception, digital cameras have presented designers with one big problem — a susceptibility to water damage. The sheer number of electronic components inside today's digital cameras, and their inherent sensitivity to moisture, made the task of water-proofing them extremely challenging . . .until now.

The culmination of years of all-weather technology research, Olympus engineers created the Stylus Digital 300 and 400— the world's first metal-bodied all-weather digital cameras by overcoming two major problems.

Once water enters the body of a digital camera, it can damage the motor, CPU, and many other components inside. So Olympus developed an exclusive double chassis protection system that seals the gaps between the metal pieces that make up the outer body. To ensure that water does not penetrate to the inner workings of the camera, it is effectively double-clad in a skin-tight suit of plastic and metal that protects the interior components.

The second problem was how to protect the camera's buttons, switches, cable sockets, and battery compartment, which must be exposed to allow user access. Because digital cameras have many more such components than film cameras, this was no small challenge. But after much trial and error, a solution was finally found: an all-new, all-weather sealing technology that uses a specially coated and extremely durable rubber compound to seal the minute gaps around buttons and other exposed electrical items. The same sealing technology was also used around the lens barrel and other moving lens parts.

Finally, before leaving the factory, the cameras are placed in a special all-weather test chamber, and sprayed with water from six directions for five full minutes, at a water delivery rate of 10 liters per minute—much more severe than anything the camera will be subjected to in actual use— providing an extra measure of worry-free performance.

Optional Underwater Housing for the Stylus Digital 300 and 400

Take your Stylus Digital to even greater depths with an Olympus Digital Underwater Housing. A clear and durable polycarbonate case provides an attractive shield as you explore underwater at depths up to 131´. They're even great on land for skiing, etc.

◆ Fluorite (FL) glass window gives the lens the protection and clear gateway it needs to deliver crisp detail and vibrant color.

◆ An integrated flash diffuser panel lets you utilize your camera's internal flash for lighting purposes.

◆ Easy-to-see LCD panel giving you the freedom to enjoy your pictures and even edit them if you like.

◆ A tight O-ring main seal with safety lock, along with stainless steel and nickel-plated brass hardware, help ensure protection from corrosion for years to come.

◆ Large, responsive shutter button, precision zoom lever, and durable controls give you full control over everything the cameras have to offer.

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C-740/C-750 ULTRAZOOM

3.2- and 4-Megapixel Digital Cameras with 10x Optical Zoom Lens

Packed with advanced capabilities and offering outstanding image quality and control, the 3.2-megapixel C-740 and 4-megapixel C-750 UltraZoom raise digital photography to new levels of power and performance while setting the standard for size style, versatility and ease of use. They features a 10x optical zoom that offers the equivalent of 38-380mm lens on a 35mm camera, while optical zoom capability is further complemented by a seamless 3x (C-740) or 4x (C-750) digital zoom that extends their zoom to 1140mm or 1520mm —unthinkable for cameras this size. Otherwise identical, they have auto and manual control plus six scene programs. For convenience create your own programs with four customizable "My Modes". They also incorporate Olympus' exclusive TruePic and Automatic Pixel Mapping technology, iESP multi-pattern autofocus, and Optimum Image Enlargement mode for poster-size prints. Both have a built-in, pop-up flash, while the C-750 adds a hot-shoe allowing you to use an external flash without cables. Both include up to 2½ minute Movie mode (with sound on the C-750) and store images on xD-Picture Cards.

FEATURES

Megapixel Resolution

◆ The C-740's 3.2-megapixel CCD allows up to 2048 x 1536 uncompressed resolution while the C-750's 4-megapixel CCD allows up to 2288 x 1712 for photo-quality images up to 11x 14˝. They also offer lower resolutions as well as two JPEG compression modes.

◆ Olympus's exclusive TruePic technology optimizes the image quality for picture sharpness, contrast, true colors and gradation in all picture resolutions, and Automatic Pixel Mapping, which analyzes the CCD, and re-maps it for maximum CCD performance.

◆ For extra-large prints, Optimum Image Enlargement mode lets you increase image size (interpolates) to the equivalent of 7.6 million pixels (3200 x 2400).

Exposure Control

◆ Advanced digital iESP multi-pattern metering system provides great exposure control and accuracy. They also offer spot and multi-spot (ideal for backlit subjects), AE lock and Histogram.

◆ ISO settings from 100 to 400 let you work in low light conditions

◆ For complete creative control, they offer programmed auto exposure, aperture and shutter priority modes, full manual and six scene programs including Portrait, Self-Portrait, Landscape, Landscape Portrait, Night Scene and four customizable "My Modes".

◆ Exposure compensation is also available in ±2 steps EV by 1/3 step increments and Auto Bracketing from 1/3, 2/3 or 1 stop increments for 3 or 5 shots.

Image Editing

◆ Image contrast, sharpness and saturation are adjustable in ±5 steps. Resize and trimming mode lets you create smaller files for e-mail or the web

White Balance

◆ iESP TTL auto white balance plus preset manual settings (daylight, overcast, tungsten, 3 fluorescent), one touch custom and manual (-7 red to +7 blue).

Flash

◆ Built-in, pop-up multi-mode flash (Auto, Red-Eye Reduction, Fill-in Flash, Slow Synchro, Off) with 18´ range lets you handle almost lighting situation.

◆ Via menu, Slow Synchro can be set to fire either at the beginning or end of the exposure, or at the beginning of the exposure with Red-Eye Reduction. Using these settings with a moving object produces interesting light or motion trails in front of or behind the subject.

◆ Via their menu you can achieve flash intensity control, adjusting flash power from -2 to +2 EV in 1/3 step increments.

◆ The C-750 has an external flash shoe to attach an optional flash if more lighting is required.

10x Optical Zoom

Capture outstanding images with the high-quality Olympus 10x optical (6.3-63mm) lens. Equivalent to 38-380mm on a 35mm SLR, the lens let you get closer to your subject for greater detail and capture shots at distances that you would never have been able to achieve with a lesser zoom lens. They are also equipped with a seamless 3x (C-740) or 4x (C-750) digital zoom. 'Seamless' means the cameras automatically switch to digital zoom when the cameras reach their optical limit, thus enhancing ease of use.

EQUIPMENT LEASING AVAILABLE

C-740/C-750 ULTRAZOOM

USB AutoConnect Technology

◆ For fast and simple downloading, Olympus' USB AutoConnect technology. allows you to plug the cameras directly into any USB-configured computer— no drivers or additional software required.

Electronic Viewfinder & LCD

◆ They feature a .44˝ electronic viewfinder (EVF), which is basically a miniature version of the 1.5˝ (110,000 pixel) LCD monitor. The EVF (180,000 pixels) has a bright, clear display which performs well under very low-light conditions.

◆ The EVF also has a high eyepoint and a diopter adjustment making it comfortable for eyeglass wearers. Both the LCD and EVF have detailed information displays and provide access to the LCD menu system.

◆ In addition to normal LCD playback modes (single frame, index display, 4x enlargement, slide show, scene rotation), they also feature a live histogram display— letting you correct the exposure before actually taking the shot.

xD-Picture Cards

◆ They use revolutionary xD-Picture Cards for storage. Ultra-compact digital camera memory, the xD-Picture Card is the size of a stamp but priced competitively with other flash media cards. Designed with lower power consumption as well as increased durability and reliability.

◆ Available only with Olympus xD-Picture Cards, the Panorama mode captures as many as 10 consecutive shots to be stitched together on a computer into one panoramic image. Alignment guidelines appear on the screen to perfectly line up each shot.

Shooting Modes

◆ The C-740 can shoot up to 11 frames in HQ mode at 1.4 fps, while the C-750 can record up to 8 frames at 1.3 fps.

◆ "2 in 1" photography mode records two vertically-oriented, half-sized images. After capture, the images are saved side-by-side in one image, giving a split-screen effect.

◆ Record images in black & white or sepia tones, or in Whiteboard or Blackboard photo modes (for shooting text).

◆ Record 33 second movie clips in HQ (320 x 240) resolution at 15 frames per second or 148-second clips at SQ (160 x 120) resolution. The C-750 records audio with video , the C-740 does not.

◆ Four customizable "My Modes" let you create a separate user-customizable setting for even more creative options when shooting under specific conditions.

In the Box

◆ They include 16MB xD-Picture card, USB and video cables, strap, Camedia Master Software and two LB-01 (CR-V3) Lithium Battery Packs (C-740) or 4x AA NiMH Rechargeable Batteries and Charger (C-750). They can also be powered by 4 AA alka-line, nicad or NiMH batteries or the optional C-7AU AC Adapter.

Camedia Master 4
Bundled with all Olympus Digital Cameras

Bundled with all Olympus digital cameras, Camedia Master 4 makes imaging easy. The software is simple to navigate, and uses large icons to help you quickly download, edit, print, and do more with your images. Fully compatible with Windows 98 and above, as well as Mac OS 9.0 or later for hassle-free installation.

Get your images onto your computer and software-ready in no time with the USB Auto-Connect feature. Images can also be downloaded from media readers and drives, and appear as thumbnails on the side of the Camedia Master screen where they're ready for use. Camedia Master 4 is also upgradeable to Master Pro 4 which adds several advanced features.

Camedia Master 4 Features

• Browse images as thumbnails or as a single file

• Create albums of your images or specific occasions (weddings, birthdays, etc.)

• Edit images using advanced tools including red-eye removal, brightness, contrast, instant fix, etc.

• Make automatic panoramas using the specialized Panorama SmartMedia

• Playback QuickTime movies

• Print in a variety of formats including postcards, index prints and calendars

Camedia Master Pro 4 Step-up Features

• Email images at the touch of a button

• Create HTML albums that can be viewed in a web browser

• Back-up your albums and folders as well as image, movie, and sound files onto removable media.

• Make images into Cylindrical, Spherical, Perspective, and Panorama 360° views

• Play QuickTime movies and edit them by cutting scenes and adding effects

• Can also print contact sheets

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C-5000 ZOOM

5-Megapixel Digital Camera

Featuring a 5-megapixel CCD, world-class Olympus 3x optical zoom lens, a wide range of optional accessories, and an innovative, bold design offering great functionality, the C-5000 Zoom is the ideal tool for photographers and digital enthusiasts who want a complete camera system at a price that won't break the bank.

Compact and stylish, the C-5000 Zoom has a striking look unlike any previous Olympus digital camera. Both elegant and ergonomically designed, its smooth, contoured body with an attractive silver finish is comfortable, lightweight and easy to work with, even during extensive shooting sessions.

FEATURES

High Picture Quality

◆ Superior Olympus all-glass 38-114mm f2.8-f4.8mm lens matched to a 5-megapixel CCD ensures the C-5000 Zoom achieves exceptionally vibrant, sharp and realistic pictures. For even greater flexibility, the lens can be used with the 4x digital zoom for seamless 12x zoom capability.

◆ For extra-large prints, Optimum Image Enlargement mode lets you increase image size to the equivalent of 7.6-million pixels (3200 x 2400).

Photographic Controls

◆ Program AE, Aperture and Shutter (16-1/1000 sec) priority mode and full manual exposure modes. Exposure compensation from ±2 EV in 1/3 increments for all automatic modes.

◆ Select from ESP multi-patterned metering, Spot or Multi-Spot metering modes for easy, yet advanced exposure control.

—The ESP multi-pattern looks at a variety of areas in the subject area for proper overall exposure.

—Spot metering offers pinpoint control of exposure using only the very center of the image area.

—Multi-Point Metering enables up to 8 separate points in the image area to be averaged for proper exposures in the most difficult lighting conditions

◆ iESP multi-pattern white balance plus preset modes (daylight, overcast, tungsten, fluorescent) and a one-touch custom mode. Also offers fine white balance adjustment from -7 (red) to +7 (blue).

Flash

◆ Built-in multi-mode flash (Auto, Red-Eye Reduction, Fill-in, Slow Synchro, Off) lets you handle almost lighting situation.

◆ Via the menu, Slow Synchro can be set to fire at the beginning or end of the exposure (with or without Red-Eye Reduction) Using these settings with a moving object produces interesting light or motion trails in front of or behind the subject.

◆ Hot shoe allows use of the optional FL-20 and FL-50 flashes if more lighting is required. An external TTL flash terminal is also provided for syncing to studio strobes.

◆ Via the menu adjust the flash power from ±2 EV in 1/3 step increments.

High Performance

◆ Capture images in black and white or sepia tones, or capture text on white or black backgrounds using the White and Black Board settings.

◆ Provides image adjustments including sharpness (±5 steps), contrast (±5 steps) and saturation (±5 steps).

◆ Movies may be recorded in either HQ (320 x 240-pixel) for up to 33 seconds, or SQ (160 x 120) resolution for up to two minutes at 15 frames per second. Video output via supplied cable

◆ You can shoot continuously (1.7 frames per second) up to 8 frames

◆ Selectable AF Point, moveable with the menu navigation arrow pad and Super Macro mode for shooting up to 1˝ away.

LCD Monitor/Optical Viewfinder

◆ Optical real-time viewfinder with autofocus/backlight mark as well as a 1.8-inch LCD monitor. Dynamic histograms are visible on the LCD in both shoot and review modes to accurately display the photo's brightness across the image area.

Conveniences

◆ Six Scene modes optimize quality for specific shooting situations: Landscape, Portrait, Self-Portrait, Night Scene, Sports and 'My Mode' (4 separate user-customizable settings for more creative options).

◆ Scene modes can be instantly accessed with the "Virtual Dial'; Noise Reduction mode facilitates noise-free photos during long exposures like in Night Scene mode.

◆ Panorama exposure mode provides guide lines to help you align successive shots, leaving enough overlap between them for the stitching software to put them together.

◆ Three shortcut buttons save navigation time by letting you assign the most frequently used menu categories to them

◆ Programmable "Custom Button" lets you assign a button on the back of the camera for Auto Exposure Lock, variable drive settings, different ISO ratings, and remote control operation.

◆ "Quick View" lets users instantly review their photographs, and then quickly return to shooting by pressing the shutter button. It is also possible to configure the camera to "sleep"" after a set period of non-operation time. This helps to prolong the camera's battery life.

OLYMPUS

C-5060 ZOOM

5-Megapixel Digital Camera

Setting the standard in the compact digital camera class, the incredible C-5060 Zoom features 5-megapixel resolution and TruePic technology for the highest possible quality, an exceptionally bright (f2.8) 4x zoom lens plus 3.5x digital for seamless 14x zoom, sophisticated exposure options plus full manual control, automatic or manual TTL iESP II white balance plus nine pre-set options including four fluorescent settings, and five pre-set scene program modes. The camera also offers high-speed shooting, manual focus capability, 1.8-inch articulated LCD with a histogram function, hot shoe and external flash sync, and dual media capability—it has two slots for xD-Picture Card and CompactFlash (and IBM Microdrive) memory cards.

Same features as the C-5000 ZOOM, Plus—

5-Megapixel Resolution

◆ 5-megapixel CCD allows up to 2592 x 1944 uncompressed resolution delivering photo-quality images up to 11 x 14˝. The camera also offers 3200 x 2400 Optimum Enlargement Mode as well as six other resolutions including TIFF, RAW and 3:2 aspect ratio modes.

◆ Images can also be saved in 48-bit RAW mode for the highest image quality available. This lets you perform RGB color adjustments without affecting the white balance or any other color adjustment.

◆ Automatic Pixel Mapping analyzes the CCD and re-maps it for maximum CCD performance. Automatic Noise reduction plus a Noise Filter minimizes the grainy look from long exposures and sharpens image edges.

Articulating LCD

◆ Articulated (tilting) LCD monitor lets you capture shots at awkward angles. The monitor can be flipped down 20° for accurately framed overhead shots, or up 90°for extremely low angle shots.

Super-Bright 4x Optical Zoom

◆ Olympus all-glass 4x optical zoom lens (27-110mm equivalent in 35mm) with a large F2.8 aperture. The fastest lens in its class, the super bright f2.8 lens gives you the flexibility to shoot in half as much light; use a faster shutter speed in less light; extend flash range by 1/3 and makes it easier to shorten depth of field and throw backgrounds out of focus.

TruePic Technology

◆ Exclusive TruePic technology provides a rich continuous-tone color by using all the captured pixel information to create the image no matter the size or resolution setting. By not discarding any image data, the camera delivers higher quality images with finer details and brilliant color— you get superior picture quality even at lower resolution settings.

◆ Incorporates new PictBridge technology, allowing you to connect the C-5060 directly to any PictBridge-enabled printer via USB interface.

Exposure/White Balance

◆ Auto bracketing from ±2 EV in 1/3, 2/3 or 1 stop increments for 3 or 5 shots

◆ Automatic and manual TTL iESP II white balance system, plus nine pre-set options including 4 fluorescent settings

◆ 'My Mode' with 8 separate user-customizable settings for more options.

Video

◆ Movies may be recorded in either VGA (640 x 480), HQ (320 x 240-pixel) or SQ (160 x 120) resolution modes at 15 frames per second.

◆ Powerful image processing engine offers two impressive continuous shooting speeds: 11 images at 1.7 frames per second (fps), or 4 images at a fast 3 fps.

Hot Shoe and Flash Sync

◆ In addition to its powerful built-in flash with numerous modes including first and second curtain synchronization, the C-5060 Zoom also incorporates a hot shoe for connecting an external flash unit (like the Olympus FL-20 or FL-40), as well as an external flash sync for working with slave strobe lights.

Image Storage

◆ With two slots, the camera offers the unique ability to use xD-Picture and Compact Flash Type I/II (including IBM Microdrive) memory cards.

C-5000 and C-5060 Include

◆ They include 32MB xD-Picture Card, rechargeable lithium-ion battery and battery charger, USB and video cables, strap and Camedia Master software. Also include the RM-2 Wireless Remote which allows you to release the shutter from a distance and helps to minimize camera shake during long exposures.

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COMPARISON CHART

	D-390	D-560	Stylus 300	Stylus 400	C-740	C-750	C-5000	C-5060
Pixels	2.0MP	3.2MP	3.2MP	4.0MP	3.2MP	4.0MP	5.0MP	5.1MP
Maximum Resolution	1600 x 1208	2048 x 1536	2048 x 1536	2272 x 1704	3200 x 2400	3200 x 2400	2560 x 1920	2592 x 1944
Optical Zoom Lens	2.5x	3x	3x	3x	10x	3x	3x	4x
Digital Zoom	2.5x	3.4x	4x	4x	3x	3.3x	4x	3.5x
Autofocus	TTL	TTL	TTL	TTL	TTL	TTL	TTL	TTL
Manual Focus	–	–	–	✓	✓		✓	
Shutter Speed	1/2 -1/1000 sec	1/1000 - 2 sec	1/1000 - 1/2 sec	1/2 -1/1000 sec	1/1000 - 16 sec	1/1000 - 16 sec	1/1000 - 16 sec	1/4000 - 16 sec
Burst Mode	2 fps/1.2	1.5 fps	1 fps	1 fps	2 fps	1.8 fps	1.7 fps	1.4 fps
JPEG/TIFF	JPEG	JPEG	JPEG	JPEG/TIFF	JPEG/TIFF/RAW	JPEG/TIFF/RAW	JPEG/TIFF	JPEG/TIFF
Quicktime Movie Mode	✓	✓	✓	✓	✓	✓	✓	✓
Viewfinder:								
Optical Real-Image	✓	✓	✓	✓	✓	✓	✓	✓
Diopter Adjustment	–	–	–	–	✓	✓	–	–
LCD Monitor	1.8″	1.8″ color TFT	1.5″ color TFT	1.8″ color TFT	1.5″ color TFT	1.5″ color TFT	1.8″	1.8″
Exposure Control:								
Program AE	✓	✓	✓	✓	✓	✓	✓	✓
Exposure Compensation	None/±2EV	±2EV	±2EV	±2EV	None	None	None	None
Aperture Priority Mode	–	✓	–	✓	✓	–	✓	✓
Manual Exposure	–	✓	✓	✓	✓	–	✓	✓
Auto Bracketing	–	✓	–	–	–	–	–	–
Metering:								
TTL Digital iESP MultiPattern	✓	✓	✓	✓	✓	✓	✓	✓
Spot Metering	✓	✓	✓	✓	✓	✓	✓	✓
Multi-Spot	–	–	–	–	✓	✓	–	✓
AE Lock	–	–	–	✓	✓	✓	–	–
ISO	50-200	60-400	80-320	80-320	100-400	100/200/400	50/80/160/320	80/100/200/400
Manual ISO	–	100-400	–	–	100/200/400	–	–	–
White Balance:								
Full Auto TTL iESP Multi-Pattern	✓	✓	✓	✓	✓	✓	✓	✓
Preset Settings	✓	✓	✓	✓	✓	✓	✓	✓
One-Touch Custom	–	–	–	–	✓	✓	✓	✓
Manual Control	✓	✓	✓	✓	✓	✓	✓	–
Flash:								
Flash Working Range	10″ - 8.2′	8″ - 7'	8″ - 8.5′	8″ - 7'	2.6' - 11.4'	N/A	N/A	23″ - 16.7′
Built-In Flash Modes	✓	✓	✓	✓	✓	✓	✓	
External Flash Terminal	–	✓	–	✓	–	✓	–	–
Physical:								
Dimensions	4.4 x 2.4 x 1.6″	4.2 x 2.3 x 1.6″	3.8 x 2.2 x 1.3″	3.8 x 2.2 x 1.3″	4.5 x 3 x 2.7″	4.2 x 2.6 x 2.7″	4.1 x 2.9 x 1.8″	4.6 x 3.4 x 2.6″
Weight w/o Batteries	5.8 oz.	5.6 oz.	5.8 oz.	5.8 oz.	13.4 oz.	10.4 oz.	8.5 oz.	15.2 oz.

www.bhphotovideo.com

OLYMPUS

MIC-D

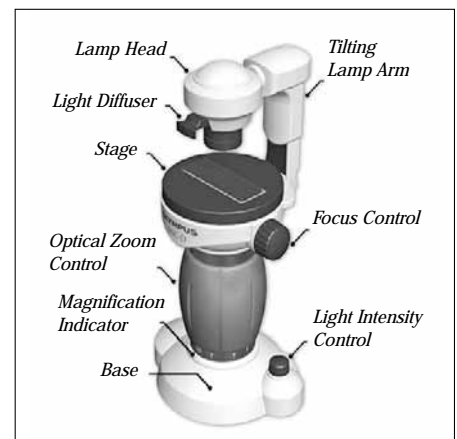## MIC-D Digital Microscope

With excellent all-round optical-digital performance, the MIC-D offers an exciting new way to observe the natural world. Instead of being observed through conventional eyepieces, the MIC-D image is displayed on the monitor of a personal computer- thus enabling simultaneous viewing by multiple persons plus easy and affordable image capture. And since MIC-D images are digital, processing them is quick and easy: users can store, discard or edit their images, print them out, post them on a website, attach them to an e-mail or include them in a report.

New Ways to Enjoy Microscopic Observation

◆ MIC-D's performance features match those of advanced scientific microscopes, and include a full-scale optical system, bright LED illumination and a built-in gliding stage which makes slight movements of the target object easier under high magnification.

◆ The metal housing is extremely rigid, and the operating mechanisms are comfortably located and easy to use.

◆ MIC-D offers the same zoom ratio as Olympus' high-grade zoom stereo microscope SZX12. Stepless magnification changes can be performed between 20x and 270x.

◆ MIC-D automatically adjusts the amount of light in the image to correspond with the zoom level. As a result, there is no over- or under-exposure even when the magnification is changed so that even novice users can readily obtain the images they want.

◆ Gliding stage for precise movement. Carefully designed for durability, the tactile gliding stage responds precisely to the users touch, with 5mm of horizontal travel plus 360° rotation.

Lamp Head
Tilting Lamp Arm
Light Diffuser
Stage
Optical Zoom Control
Focus Control
Magnification Indicator
Light Intensity Control
Base

Transmitted Light (Brightfield)

Oblique Illumination

Darkfield

Reflected Light

Software to Maximize Performance

◆ Image processing is handled by powerful software: capture, display, store, edit and process images on your computer. Operation is easy and intuitive, with all user options presented on a clear, straightforward menu display.

◆ Still and moving images viewed with the MIC-D can be captured directly to a personal computer. The built-in time-lapse function automatically captures & combines individual images at preset intervals to create time lapse movies.

◆ Captured images are stored and managed with a Windows-based PC. Storage size (for still images) is 640 x 480 pixels- compact enough for attachment to an e-mail or inclusion in a report. Storage formats are JPEG, BMP and TIFF for still images and AVI and MPEG for moving sequences.

◆ Captured images are easy to process and edit, using such functions as contrast and color adjustment, edge trimming and more.

◆ From tips on making specimens to hints on setting up observations, Help function lets you make the most of microscope photography.
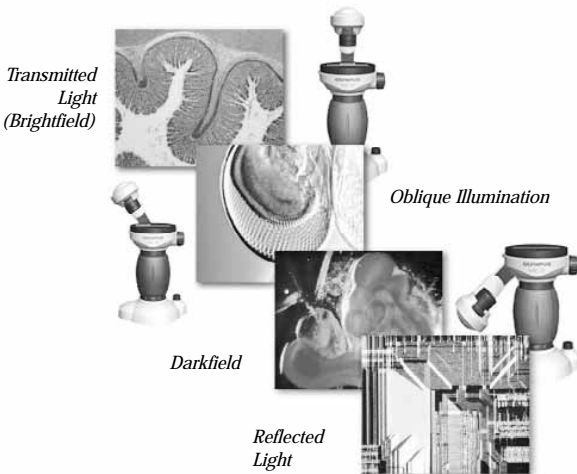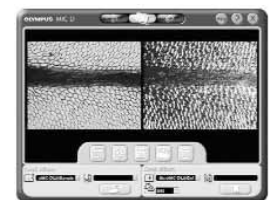
Full Screen Window

Double-clicking on an image thumbnail will bring it up in full screen mode. Movies playback is also in the full screen mode.
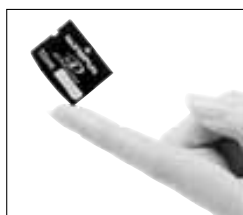

Image Comparison Window

Shift-clicking on 2 or more thumbnails allows several images to be selected. This is a great way to compare shots that are captured using different illumination techniques.

OLYMPUS

DIGITAL CAMERA ACCESSORIES

REMOVABLE MEDIA & INPUT DEVICES

Having extra reusable 16, 32, 64 or 128 MB removable SmartMedia cards on hand means you'll never miss a shot. Designed specifically for Olympus cameras, they feature a panorama function, for wider shots (on select models only), and are compatible with many download options.

16MB xD Picture Card *(OLXD16MB)* ....**CALL**

32MB xD Picture Card *(OLXD32MB)* ....**CALL**

64MB xD Picture Card *(OLXD64MB)* ....**CALL**

128MB xD Picture Card *(OLXD128MB)* ....**CALL**

256MB xD Picture Card *(OLXD256MB)* ....**CALL**

512MB xD Picture Card *(OLXD512MB)* ....**CALL**

SmartMedia/Compact Flash Dual Slot USB Reader/Writer *(OLMAUSB5W)*
Quick and easy downloading for today's popular memory cards. USB interface with 1.2MB/sec. transfer rate.............................**39.95**

xD-Picture/SmartMedia Dual Slot USB Reader/Writer *(OLMAUSB10)*
Accepts both SmartMedia and xD Picture Card memory cards and connects directly to your computer ....**Call**

xD-Picture/CompactFlash Adapter *(OLCFA)*
Use this adapter to interface an xD Picture Card to any Compact Flash slot...**49.95**

xD-Picture/SmartMedia PCMCIA/PC Card Adapter *(OLXD2A)*
Works in the "PC Card" slot of most laptop PC's. Images can be downloaded directly from your xD or SmartMedia card. Works in both Mac and Windows PC card slots..**49.95**

FL-20 and FL-40 Dedicated Flash Units

$284⁹⁵

Unlike most external flashes, the FL-20 and FL-40 were designed for digital photography, not borrowed from an existing film flash unit design. Compatible with Olympus digital cameras with external hot-shoe flash connection, they provide even coverage of light from the center to the edge of the image – for the demands of precise digital photography. Combining power and versatile performance in a compact but stylish form, the FL-20 has guide number of 20 (65´) to ensure effective illumination while the manual, normal auto and auto TTL control modes allow you the choice between full creativity or worry-free automatic operation.
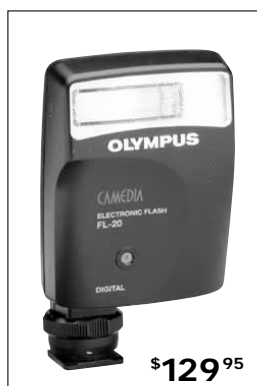
$129⁹⁵

Professional Functions Include (FL-40 Only)

• Guide Number of 40m or 130´

• Built-in coverage for wide angle and telephoto lenses and an additional low-light illuminator lets the FL-40 improve the focus and flash range to more than 30´ in poorly lit, dim conditions

• TTL and Auto ranges to over 30´ at ISO 100

• 270° swivel and 90° bounce head for complete creative control of the flash

• Illuminated full information flash control LCD

• Exposure control of ±2-step in 1/3 steps, TTL flash, 1st or 2nd curtain flash sync and flash sync from 1/250 sec. to 8 sec.

• Flash exposure confirmation

• Powered by four AA Alkaline, Ni-Cad, or Ni-MH batteries (for best performance)

FL-CB01 TTL-TTL Cable *(OLCTTL)*
Provides off-camera TTL connection between camera and flash mounted on a bracket...**38.95**

FL-CB02 Hot Shoe Cable *(OLCHS)*
Provides TTL connection between camera and the flash mounted on a bracket ...**54.95**

FL-CB03 PC Socket Cable *(OLCPCS)*
Connects the camera to the bracket...**39.95**

FL-CB04 TTL-PC Cable *(OLCPC)*
Allows studio strobes and off-camera PC strobes to be connected to the camera. Does not provide TTL flash operation in camera **39.95**

FL-BK01 Flash Bracket *(OLBF)*
Moves the FL-40 external flash away from the lens barrel for more even lighting and reduced red-eye......................................**54.95**

PC Sync Adapter *(OLHSPCA)*
Allows studio strobes and off-camera PC strobes to connect to the camera **59.95**

B&H | **EQUIPMENT LEASING AVAILABLE**
PHOTO · VIDEO · PRO AUDIO

DIGITAL CAMERA ACCESSORIES

LENSES

0.7x Wide Angle Conversion Lens *(OLWALC)*
55mm mount. Other sizes require a step-up ring. Converts a 30mm lens to 22mm and a 35mm lens to a 24.5mm **124.95**

0.8x Wide Angle Lens with Step-up Ring *(OLWAL)*
Converts a 32mm lens to 25mm and a 35mm lens to a 28mm **139.95**

1.45x Teleconverter Lens with Step-up Ring *(OL1.45X)*
Converts a 96mm lens to a 140mm and a 105mm lens to a 152mm..............**79.95**

49mm-55mm Step-Up Ring *(OLSUR4955)*......................**14.95**

35.5mm-43mm Step Up Ring *(OLSUR35.543)*...................**16.95**

43mm-55mm Step-Up Ring (Lens to Filter) *(OLSUR4355)* **16.95**

43mm-46mm Step-Up Ring (Lens to Filter) *(OLSUR4346)* **14.95**

CLA-1 Lens Adapter Tube for C-2000 and C-3000 Series Cameras *(OLLATC2000Z)*
Required for attaching filters and lenses.**16.95**

CLA-4 Lens Adapter Tube for C-700UZ Camera *(OLLATC700UZ)*......**19.95**

Lens Cap for C-700UZ *(OLLCC700UZ)* **7.95**

Lens Cap for C-2000/3000 Series Cameras *(OLLCC2000Z)* **7.95**

POWER SUPPLIES

There is nothing worse than setting up a perfect shot—and then realizing your batteries are dead. With optional long lasting batteries, chargers and AC adapters, Olympus always keeps you powered up. Olympus' long-lasting rechargeable NiMH batteries are specifically designed for the needs of today's digital cameras need. They feature a long life, and recharge in under three hours with the quick charge kit. For studio work and extended downloading, the AC adapter is a great way to conserve batteries.

B-01 NiMH Rechargeable Batteries *(OLB01Q)*
4 long-lasting rechargeable AA NiMH batteries, they last up to 3 times longer than AA alkalines..**24.50**

B-40SU NiMH Rechargeable Batteries with Charger *(OLB50SU)*
Same as above plus quick charger. Batteries charge in under three hours...................**39.95**

CR-V3 Lithium Battery *(OLLBO1)*
High-quality long-lasting single-use lithium batteries with a five-year shelf life. Lasts as least twice as long as NiMH batteries and up to 10 times longer than alkalines...**9.95**

CR-V3 Lithium Battery 2 Pack *(OLLBO1Q)*
Same as above but in two-pack..........**18.95**

AC ADAPTERS

C-7AU AC Adapter *(OLACAC7AU)*
Use the AC adapter to conserve batteries when downloading to your computer, during printing, or while viewing images on your TV. Compatible with all Olympus digital cameras that use 4-AA batteries ...**39.95**

C-6AE AC Adapter *(OLACADX)*
Same as the C-7AU, but 220v **39.95**

E-7AU AC Adapter *(OLACAE7AU)*
For Brio and C-2100 ....**39.95**

E-7AE AC Adapter *(200764)*
For Brio and C-2100 in 220v.................**39.95**

MISCELLANEOUS ACCESSORIES

Soft Case *(OLCD510)*
For the D-520, D-560, and D-390 ....**8.95**

Soft Leather Case *(OLSCC2020Z)*
Provides protection for the C-4000, C-5000 and C-5050 cameras. It includes space for batteries and cards **17.95**

Leather Case for Digital Cameras *(OLLCC50)*
Protects your C-50 Zoom or Stylus Digital 300 and 400 camera. Two inside slots hold XD cards. 4 x 2.2 x 1.5˝ (WHD) **12.95**

Soft Carry Case *(OLCC700UZ)*
For C-740 and C-750 cameras...............**24.95**

RM-1 Remote Control *(OLRCC2000Z)*
For the C-2000, 3000, 5000 series and E20n (included with the C50Z)......................**29.95**

SmartMedia Wallet *(OLWSM)*
Holds 6 Smartmedia Cards.....................**6.95**

xD-Picture Card Media Wallet *(OLWXD)*
Holds 6 xD Picture Cards......................**19.95**

OLYMPUS

P-440

True 8 x 10˝ Photo-Quality, Digital Printer

Print affordable photos up to 8 x 10˝ from your own home with or without a computer. A high-speed, photo-quality printer, the P-400 produces five different print sizes up to true 8 x 10˝ in only 75 seconds for either glossy or matte finish print. Other P-440 print sizes include Postcard, Photo-Album, Index and A5 Wide.

The P-440 can also automatically print up to 50 copies of the same image. And prints emerge in archival condition - dry, durable and ready to share. A protective laminate overcoat resists water, scratching, moisture, fading and fingerprints.

But this is much more than just a home printer. Using dye-sublimation technology that far surpasses laser and inkjet printers, the P-440's level of output makes it perfect for fields where an advanced level of quality and detail are critical. This includes industrial and architectural designs, as well as scientific applications. A "must-have" for anyone seriously involved in digital photography.

FEATURES

High Performance

◆ True, continuous-tone dye-sublimation provides professional 314 dpi photo prints (in 75 seconds) with superb color reproduction for high output quality. In addition, a laminate layer is applied to helps protect your prints.

◆ Print directly from removable xD-Picture Card or PCMCIA Type II cards for Memory Stick, SmartMedia, and CompactFlash, simply by inserting the cards into a slot on the front of the printer.

◆ To make the printing process even easier, Olympus incorporated PictBridge technology into the P10 allowing direct connection of PictBridge-enabled digital cameras via a USB 1.1 cable. You can also connect the P-440 to a PC or Mac via USB for printing.

Print Modes

The P-440 is a workhorse that produces five different print sizes up to true 8 x 10˝ in only 75 seconds for either glossy or matte finish prints. Other P-440 print sizes include Postcard, Photo-Album, Index and A5 Wide.

Print modes include:

• Full-size images (maximum printing area of 8 x 10˝)

• Single-sheet photo album (1-6 images per page with background image)

• Postcard (2 or 4 postcards per page)

• Index sheet (45-260 images per page)

• Multiple print mode (up to 50 copies at a time for one print selection).

• Printing functions include, signature stamp, background template, frame print, filter, date print, rotation and trimming.

Conveniences

◆ The P-440 has a 1.8-inch color LCD to display the easy-to-navigate menu and then preview and select only desired images for printing. The intuitive menus provide many creative options and image-editing tools to adjust layout, sharpness and brightness, as well as to correct color. You can change the color tone to sepia or B&W. Trimming function allows you to crop and enlarge photographs.

◆ Prints from P-440 emerge in archival condition - dry, durable and ready to share. A protective laminate overcoat resists water, scratching, moisture, fading and fingerprints.

◆ The P-440 has a front panel that swings open for quick access to the dye-sub printer ribbon. This allows for a fast replacement of the ribbon, and eliminates the muss and fuss associated with inkjet heads.

◆ Connecting the P-440 to a TV via video cable provides another way to preview and select images before printing.

◆ Comes with decorative matting, so you can frame your photographs yourself. Choose from a variety of borders including metallic or 3-D textures. You can even create tasteful vignettes.

P-400 Printer

For those on a budget, who would still love to get this quality and size printing, the P-400 Printer is ideal. Very similar with the same print engine, the P-400 offers a little smaller 7.64 x 10˝ maximum printing area, with a slightly slower 90 second per print output. It also does not feature PictBridge Technology and it only has a B&W LCD monitor. It does print directly from a SmartMedia, CompactFlash, or Memory Stick, and can print directly from a computer via parallel port or USB.

Compact 4 x 6˝ Photo Printer

Make vivid, borderless color prints at home with a printer that's almost as small as the 4 x 6˝ output it produces. Incorporating a bold new design, the compact, silver-toned, cube-like P-10 features can produce vivid 3.5 x 5˝ or 4 x 6˝ photo-lab-quality, edge-to-edge color prints with or without borders in 44 seconds - making it the fastest dye-sublimation printer of its kind on the market today. And because the P-10 prints at the most popular sizes, there's no need to use scissors to trim prints. In addition, the P-10 incorporates PictBridge technology so users can bypass their computers and connect PictBridge-enabled digital cameras directly to the P-10 via a USB 1.1 cable. Once connected, they can begin printing right away. The P-10 is a mere 7.5 x 7.7˝, making it a stylish space-saver that's ideal for a shelf or desktop. A blue faceplate on the front of the printer has a see-through window to watch prints as they're made. Prints from the P-10 emerge in archival condition - dry, durable and ready to share. A protective laminate overcoat resists water, scratching, moisture, fading and fingerprints.

FEATURES

◆ Choose between true borderless edge-to-edge prints or, for a more classic look, prints with borders.

◆ Connects directly to PictBridge-enabled digital cameras or computer via USB.

◆ Print your choice of 3.5 x 5˝ or 4 x 6˝ sizes—in under 45 seconds

◆ Remarkably small 7.5 x 7.7˝ footprint lets the P-10 complement - and not clutter - any desk, home office, etc.

◆ The P-10 includes AC Adapter, Paper Tray with 3.5 x 5˝ Conversion Tray, software and Starter Kit (ink ribbon cartridge for 5 prints and 5 sheets of 4 x 6˝ paper).

Dye-Sublimation Technology

In contrast to inkjet printers, Olympus precision dye-sublimation printers do not lay down colors as individual dots that can be detected at close range. Instead, heat vaporizes colors that saturate the photo paper to create smooth, realistic, continuous-tone images. These colors permeate the surface of the paper, creating a gentle gradation at the edges of each pixel. Because the color infuses the paper, it is also less vulnerable to fading and distortion over time. In addition, prints from the P-10, P-400, and P-440, emerge in archival condition – dry, durable and ready to share. A protective laminate overcoat resists water, scratching, moisture, fading and fingerprints.

Olympus Printers and Supplies

P-10 4x 6˝ Photo Quality Dye-Sub Printer *(OLP10)*.....................................**CALL**

P-440 True 8 x 10˝ Photo Quality Dye-Sub Printer *(OLP440)*......................**CALL**

P-400 Photo Quality 7.64 x 10˝ Dye-Sub Printer *(OLP400)* ....**CALL**

P-400 Travel Case *(OLCP400)*
Custom-designed travel case for the P-400 or P-440 printers. Made of durable ballistic nylon with a hard back. Wheeled for easy transport. Telescoping retractable handle for wheeled transport. Heavily padded for safe transport. Holds the P-400 or P-440 and paper tray..**CALL**

MEDIA FOR P-400 / P-440

PRB-M Color Ribbon Kit (Matte) 50 prints* *(OLPRBM)* **39.95**

PRB-W Color Ribbon Kit (Glossy) 50 prints* *(OLPRBM)* **44.95**

PA4-NU Standard Paper 25 sheets *(OLPA4NU)*..**23.95**

PA4-NE Standard Paper 100 sheets *(OLPA4NE)* **89.95**

PA4-LU Snapshot Paper 25 sheets *(OLPA4LU)*...**28.95**

PA4-PU Postcard Paper 25 sheets *(OLPA4PU)* **28.95**

PA5-NU A5 Album-Size Paper 25 sheets *(OLPA5NU)*......................................**18.95**

*This item is required, as is at least one box of paper

PANASONIC

DMC-FZ1

2.1-Megapixel 'Lumix' Digital Camera with 12x Optical Zoom and Leica DC Vario-Elmarit Lens

A high-performance, quick-response camera ideal for sports and wildlife photography, the DMC-FZ1 features the DC Vario-Elmarit 12x optical zoom lens (equivalent to a 35-420mm lens on a 35mm camera), allowing it to take ultra-telephoto shots that capture the dynamics of a distant subject. Available in black or chrome, the DMC-FZ1 features a 2-megapixel CCD, advanced MEGA Optical Image Stabilizer, 8 shooting modes including a special panning mode, 4 frames per second "burst" shooting, and a supplied lens hood to diminish flare and ghosting when photographing extremely bright scenes. And the DMC-FZ1 packs all this technology into a body weighing only 11.2 oz. With its superb image rendering and brilliant telephoto performance, this incredibly lightweight, easy-to-use camera opens the door to exciting new creative possibilities.

FEATURES

Venus Engine LSI

◆ Conventional LSI systems generate a luminance signal using only the green component of the image captured by the primary color CCD. Panasonic's Venus Engine LSI improves on this by generating a signal using all three colors (red, green, blue) for improved diagonal image resolution resulting in rich, expressive images.

◆ When the luminance signal is extracted from the pixels by conventional engine, there is a tendency for colors to bleed due to false signals generated at the color borders. The Venus Engine solves this problem by applying a low pass filter to areas where colors change. The resulting images are beautifully smooth, with sharp color edges.

◆ This LSI also handles image processing, LCD functions, and even writing data to the memory card all in parallel, for an overall quick camera response—so you never miss a shot.

◆ Shutter time lag is reduced to just 0.1 second. Shutter interval is also improved, giving the FZ1 a quick, responsive performance ensuring you don't miss any sudden shooting opportunities.

Continuous AF

◆ Continuous AF function automatically tracks the focus to the camera's movement. You get a clear, sharp focus at all times—even when shooting a moving subject. Spot AF Switching focuses on a single part of a subject, and AF Lock makes it possible to adjust the focus in advance to simplify composition changes and catch sudden photo opportunities.

MEGA Optical Image Stabilizer

◆ Using technology developed by Panasonic in their digital video cameras, the MEGA Optical Image Stabilizer offsets unintentional hand movement while you're taking pictures to give you clear, sharp images even when taking handheld telephoto shots or shooting at night.

◆ The DMC-FZ1 features an optical image stabilizer in which a gyro sensor detects even tiny amounts of hand motion and integrally links the lens control to camera movement.

◆ Unlike digital systems and their "pseudo" compensation, this optical system provides precise, accurate compensation with no image quality degradation.

Accurate Exposure

◆ To assure perfect exposure, multi-metering mode divides the frame into 60 blocks and then determines the exposure setting according to the brightness distribution, color temperature, and focus information for all 60 blocks.

◆ Added to this is an intelligent metering function that helps to assure proper exposure in difficult conditions, such as shooting against a bright background. Also offers a spot metering mode.

◆ Adjust sensitivity with ISO settings of Auto, 20, 100, 200 and 400.

◆ ±2 EV manual exposure compensation in 1/3 EV increments

◆ Selection of white balance modes include Auto, Daylight, Cloudy, Halogen and White Set. Picture adjustments include Natural, Standard and Vivid. Color Effects mode includes Warm, Cool and B&W.

◆ Features Auto (AE) bracketing which automatically change the exposure of each shot in a series of consecutive shots. You can shoot 3 or 5 shots and the exposure will automatically change for each shot in steps of 0.25 to 1 EV.

Burst Mode

◆ Burst mode allows you to capture up to 7 full-size images at a lightning fast four frames per second—perfect for capturing fast-moving objects in high resolution. The cameras also slash the time lag between when the shutter is pressed and the image is actually processed.

Built-in Flash

◆ Built-in pop-up flash has an automatic setting, perfect for indoor use or in dim lighting, as well as a variety of manual settings. Flash modes include Auto, Auto with Red-Eye Reduction, Slow Sync and forced on and off.

Shooting Modes

Offers a variety of settings to choose from to help give you the best shot possible based on your shooting environment.

Simple Mode: All settings are set for you. Even novices can take beautiful pictures by simply pressing the shutter button

Normal Picture Mode (Program AE):

Automatically sets the aperture and shutter speeds, but lets you adjust the white balance, ISO sensitivity and other settings to give e a photo a more expressive look

Macro Mode: Enjoy dynamic close-ups. You can focus as down to 3-inches

Portrait Mode: Gives the background a softer focus while keeping the main subject in sharp focus.

Sports Mode: Uses a high shutter speed to capture moving subjects

Panning Mode: Captures a subject in detail, while the background appears to flow by. Panning mode lets the camera detect hand motion and automatically compensates for vertical jitter only

Night Portrait Mode: MEGA Optical Image Stabilizer minimizes hand motion at slow shutter speeds to capture people and night landscapes in clear detail.

Movie Mode: Capture video clips at 320 x 240 resolution with sound. Record as long as there is space on the memory card.

12x F2.8 Leica DC Vario-Elmarit Zoom Lens

Despite its hefty size, the 400mm– class F2.8 telephoto (for 35mm film cameras) is favored by many photographers for its brightness. Now you can get the same level of specifications in a small, remarkably lightweight camera.

◆ With an incredible 12x optical zoom equivalent to a 35-420mm lens on a 35mm camera and F2.8 brightness across the entire 12x zoom range, this exciting lens puts you in control of a wide variety of photo techniques.

◆ Capture broad, sweeping vistas with wide-angle shots. Take portraits that fix the subject in clear, sharp focus while applying a softer focus to the background. Or simply aim into the distance and catch dynamic 12x telephoto shots.

◆ With this lens, Lumix introduces a new zoom lens design that uses 13 elements in eight groups to provide sharp image rendering and outstanding color reproduction. Four aspherical elements compensate for spherical abberations (commonly found in large diameter lenses) using fewer lens elements. This, in turn, helps the FZ1 achieve its ultra compact size and remarkable light weight.

◆ Unique lens multi-coating technology minimizes the flare that can cloud images and ghosts caused by excessive light passing through the lens. You can capture scenes with excellent ambience even in difficult situations, such as when there is backlighting.

NEW! DMC-FZ10

As we go to print, Panasonic has just introduced the first 4-megapixel consumer digital camera with 12x optical zoom. Elevating the performance of digital still cameras to a new standard of excellence, the Lumix DMC-FZ10's powerful 12x zoom is equivalent to a 35 - 420mm zoom lens on a conventional 35mm camera and features F2.8 brightness throughout the entire zoom range. It also features Panasonic's MEGA O.I.S. (Optical Image Stabilizer) which helps to deliver sharp, vivid images even when taking handheld telephoto shots or shooting in low light. With it's precision Leica lens, extraordinary telephoto features and no-lag processing speed, this camera is able to capture every detail of distant or quick-moving subjects with superb brightness and clarity.

PANASONIC

DMC-LC33/43

3.2- and 4-megapixel 'Lumix' Digital Cameras

Featuring compact size, light weight, and the superb image rendering of the Leica DC Vario-Elmarit lens, the 3.2-megapixel DMC-LC33 and 4-megapixel LC43 make it easy to take beautiful shots. They are equipped with Panasonic's high-performance Venus Engine LSI for superb image quality and lightning-fast response. Intelligent Multiple Metering Mode provides incredible exposures by helping to improve brightness, color temperature and focus information. Mega Burst Imaging allows you to take consecutive pictures at an incredibly quick rate—even in high resolution. For added convenience, a Shooting Mode Dial gives you a variety of settings to choose from to help give you the best shot possible based on your shooting environment. They can also record moving images with audio at a resolution of 320 x 240 pixels, and record up to 10 seconds of audio with each still image.

FEATURES

3.2 and 4-Megapixel CCD

◆ Panasonic's new, high-performance CCD that takes full advantage of the Leica DC lens' superb image rendering capability. A gapless lens design combines with an inner-layer lens to minimize light loss while maintaining ultra-compact dimensions. The result is outstanding sensitivity and detailed images with subtle nuances.

◆ They also incorporate a primary color filter that the CCD's rich, expressive gradation. Because this filter allows in about 50% more light than the primary color filter normally used, it provides higher sensitivity.

Intelligent Multiple Metering Mode

◆ Provides incredible exposures by improving brightness, color temperature and focus information. To assure perfect exposure, multi-metering mode divides the frame into 60 blocks and then determines the exposure setting according to the brightness distribution, color temperature, and focus information for all 60 blocks.

◆ Added to this is an intelligent metering function that helps to assure proper exposure in difficult conditions, such as shooting against a bright background. They also offer a spot metering mode.

Venus Engine LSI

◆ Generates the luminance signal of the primary color CCD using all three colors (red, green, blue) for improved diagonal image resolution, compared to conventional CCDs that use only one color (green) to do so, resulting in rich, expressive images. This LSI also handles image processing, LCD functions, and writing to the memory card concurrently, for an overall quick camera response.

Leica DC Vario-Elmarit Lens

◆ The top compact lens in the Leica family, the DC Vario-Elmarit lens combines small size with superb image rendering.

◆ 3x zoom lens system is equivalent to a 35mm to 105mm lens

◆ Three aspherical lenses

◆ F2.8-F4.9 brightness

◆ Focal distance of 5.8mm to 17.4mm

◆ Multi-coating technology minimizes ghosting caused by excessive light

◆ Fast shutter speeds

Built-in Flash

◆ Built-in multi-mode flash puts a range of techniques at your command. Select from Auto mode, Auto with red-eye reduction, Slow sync and Slow Sync with red-eye reduction for night scenes, forced on/off.

The Leica Difference

Superb Image Quality and Super-Compact Size

The DC Vario-Elmarit lens inherits both its name and outstanding quality from the Leica Elmarit lens, renowned in the film camera world for its superb performance and compact size. The DC Vario-Elmarit lens system comprises 7 elements in six groups, including three aspherical lenses. Equivalent to a 35-105mm lens on a 35mm camera, this lens is small and lightweight, yet achieves the the fine rendering and vivid color reproduction for which Leica lenses are world-famous for. The lenses are also treated using an advanced multi-coating technology that helps to minimize flare and ghosts to allow highly transparent image expression—even in poor shooting conditions, such as when there is backlighting.

Auto AE Bracketing

◆ They feature Auto (AE) bracketing which automatically change the exposure of each shot in a series of consecutive shots. In Auto (AE) Bracket mode you can shoot 3 or 5 shots and the exposure will automatically change for each shot in steps of 0.25 to 1 EV.

High Performance Features

◆ Movie mode lets you record 320 x 240 pixel movie clips at 10 frames per second with audio. A 64MB SD Memory Card can hold up to 6 minutes of video, a 256MB card up to 24 minutes.

◆ You can also add 5 seconds of audio while you shoot or 10 seconds of audio after shooting.

◆ Automatic white balance plus presets for daylight, cloudy, halogen, fluorescent, flash and white set.

◆ 2- and 10-second self-timer modes

◆ Equipped with an energy-saving design, their 1400 mAh lithium-ion battery can power them for240 shots with LCD on.

Viewfinder and LCD Monitor

◆ Optical real-image viewfinder with diopter adjustment and easy-to-see 1.5˝ 114,000 pixel LCD with three-step adjustable brightness to display clear, sharp images with crisp detail. A 16x Playback Zoom, makes it easy to check that your subject is in sharp focus.

Exposure Controls

◆ Three selectable ISO settings (100, 200 and 400)

◆ ±2 EV manual exposure compensation in 1/3 EV increments

◆ Selection of white balance modes include Auto, Daylight, Cloudy, Halogen and White Set

◆ Picture adjustments include Natural, Standard and Vivid

MEGA BURST MODE

Mega Burst mode allows you to capture up to 8 full-size (2240 x 1680) images at a lightning fast four frames per second—perfect for capturing fast-moving objects in high resolution. The cameras also slash the time lag between when the shutter is pressed and the image is actually processed.

7 Shooting Modes

1) **Normal Mode:** the primary shooting mode. Also provides the greatest number of photographic options and settings

2) **Simple Mode:** as its name implies an extremely simple point and shoot mode.

3) **Macro Mode:** allows the camera to go as close as 3.9˝ from a subject when the lens is set to wide angle, and 20˝ when the lens is set to maximum telephoto.

4) **Landscape Mode:** for use in daylight and with the scene at least 30-ft. distant. The mode uses a small aperture to capture foreground to background clearly.

5) **Portrait Mode:** uses a wide aperture to soften the background while having the subject in focus. .

6) **Night Portrait Mode**: combines the use of a slow shutter speed and the flash to fill in the foreground. Only 2 flash modes are available in this mode, either Slow Sync with Red-eye Reduction, or Off.

7) **Motion Images Mode:** capture video clips at 320 x 240 with sound. Focus, zoom, white balance, and aperture are locked at the first frame. Record as long as there is space on the memory card.

Built-in SD Card Slot

The DMC-LC33/43 feature a SD card slot, which lets you record digital images onto an SD memory card (included) or a MultiMediaCard (optional), and then transfer them to a PC, SD printer or media storage device. SD Memory Cards combine high storage capacity, rapid data transfer, and flexibility - all in a card about the size of a postage stamp.

Bundled Software—All Lumix Digital Cameras

All Lumix digital cameras include a photo editing software bundle that turns your home computer into a virtual photo studio

ArcSoft PhotoBase—
Transfer images from an SD Memory Card to a PC and display them in a list

ArcSoft PhotoImpression—
Adjust colors and process images to create calendars, cards, etc.

ArcSoft Panorama Maker—
Merge separate photos to create a single image

*ArcSoft PhotoPrinter Pro—*Select numerous photos to print together as one group

SD Viewer for DSC—
Lets you check the data on your SD card. You can rearrange images in any order to create interesting slide shows.

PictureStage Image Uploader—
Makes it easy to upload images to the PictureStage community photo site

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DMC-F1

3.3-Megapixel 'Lumix' Digital Camera

Quick, comfortable shooting and a slender form. Beautiful pictures and outstanding mobility. The super slim and stylish DMC-F1 features a 3.3-megapixel CCD, Leica DC Vario-Elmarit zoom lens with 3x optical zoom, Mega Burst shooting and a host of functions that deliver a great shot every time. It offers auto exposure bracketing, eight shooting modes, high sensitivity to ISO 400, macro mode down to 4˝ and unlimited 320 x 240 movie mode. Lightweight, with a stylish design, the camera features an aluminum alloy body with a smart circular brush finish.

The DC Vario -Elmarit lens used in the DMC-F1 is the most compact member of the Leica family and is widely recognized for its superb image rendering. The lens incorporates industry-leading lens technologies, including a sophisticated multi-coating process. The lens provides excellent gradation with subtle shadowing and a delicate soft focus.

FEATURES

3x Leica Zoom Lens

◆ The DMC-F1 features Leica's DC Vario-Elmarit lens for outstanding images and compact size. The powerful lens uses three aspherical lenses to boost optical performance and advaced multi-coating to minimize ghosts and flare. The 3x optical zoom is equivalent to a 35-105mm in 35mm.

3.3-Megapixel CCD

◆ Panasonic's new, high-performance CCD that takes full advantage of the Leica DC lens' superb image rendering capability. A gapless lens design combines with an inner-layer lens to minimize light loss while maintaining ultra-compact dimensions. The result is outstanding sensitivity and detailed images with subtle nuances.

Venus Engine LSI

◆ Generates the luminance signal of the primary color CCD using all three colors (red, green, blue) for improved diagonal image resolution, compared to conventional CCDs that use only one color (green) to do so, resulting in rich, expressive images. This LSI also handles image processing, LCD functions, and writing to the memory card concurrently, for an overall quick camera response.

Intelligent Multiple Metering Mode

◆ Provides incredible exposures by improving brightness, color temperature and focus information. To assure perfect exposure, multi-metering mode divides the frame into 60 blocks and then determines the exposure setting according to the brightness distribution, color temperature, and focus information for all 60 blocks.

◆ Added to this is an intelligent metering function that helps to assure proper exposure in difficult conditions, such as shooting against a bright background. They also offer a spot metering mode

Viewfinder and LCD Monitor

◆ Optical real-image viewfinder with diopter adjustment and easy-to-see 1.5˝ 114,000 pixel LCD with three-step adjustable brightness to display clear, sharp images with crisp detail. A 16x Playback Zoom, makes it easy to check that your subject is in sharp focus.

High Performance

◆ Offers a variety of settings to choose from to help give you the best shot possible based on your shooting environment.

◆ Picture adjustments include Natural, Standard and Vivid, color effects include cool, warm and black & white.

◆ Selection of white balance modes include Auto, Daylight, Cloudy, Halogen and White Set

◆ Auto bracketing automatically changes the exposure of each shot in a series of three consecutive shots.

◆ In Megaburst mode the DMC-F1 can shoot upt to 8 images at up to 4 frames per second and up to five images in fine mode.

◆ Movie mode lets you record unlimited 320 x 240 pixel movie clips at 10 frames per second with audio. A 64MB SD Memory Card can hold up to 6 minutes of video, a 256MB card up to 24 minutes.

◆ Small and stylish, the DMC-F1 is easy to take anywhere. Slip it in a pocket, or simply hang it around your neck. And it is just wide enough to feel solid and stable in the hand, so that it resists hand-shake. Made of high-quality aluminum alloy to minimize weight—the DMC-F1 weighs just 5.3 oz. while assuring excellent durability.

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'LUMIX' COMPARISON CHART

	DMC-FZ1S	DMC-F1S	DMC-LC43	DMC-LC33
Leica DC Vario-Elmarit Lens	13 elements in 8 groups (4 aspherical lenses)	7 elements in 6 groups (3 aspherical lenses)	7 elements in 6 groups (3 aspherical lenses)	7 elements in 6 groups (3 aspherical lenses)
Camera Effective Pixels	2.0 Effective Megapixels	3.2 Effective Megapixels	4.0 Effective Megapixels	3.2 Effective Megapixels
CCD (Image Sensor)	1/3.2″, 2.11 Total Megapixel CCD, Primary Color Filter	1/2.5″, 3.34 Total Megapixel CCD, Primary Color Filter	1/2.5″, 4.23 Total Megapixel CCD, Primary Color Filter	1/2.5″, 3.34 Total Megapixel CCD, Primary Color Filter
Resolution	1600 x 1200 pixels, 1024 x 768 pixels, 640 x 480 pixels, 320 x 240 pixels (Motion Image Recording)	2048 x 1536 pixels, 1600 x 1200 pixels, 1280 x 960 pixels, 640 x 480 pixels, 320 x 240 pixels (Motion Image Recording)	2304 x 1728 pixels 1600 x 1200 pixels, 1280 x 960 pixels, 640 x 480 pixels, 320 x 240 pixels (Motion Image Recording)	2048 x 1536 pixels 1600 x 1200 pixels, 1280 x 960 pixels, 640 x 480 pixels, 320 x 240 pixels (Motion Image Recording)
Aperture (Iris)	F2.8 (wide to telephoto)	F2.8 - 4.9	F2.8 - 4.9	F2.8 - 4.9
Optical Zoom	12x	3x	3x	3x
Digital Zoom	3x (Single Shot) 2x Variable (Consecutive Shots)	3x Variable	3x Variable	3x Variable
Focus Distance	f=4.6-55.2mm (35mm equiv: 35-420mm)	f=5.8-17.4mm (35mm equiv: 35-105mm)	f=5.8-17.4mm (35mm equiv: 35-105mm)	f=5.8-17.4mm (35mm equiv: 35-105mm)
Focus	Auto Focus System, Normal/Macro (Dial), Spot AF On/Off (Spot Mode), Continuous AF On/Off		Auto Focus System, Normal/Macro (Dial), Spot AF On/Off (Spot Mode)	
ISO Sensitivity	Auto / 50 / 100 / 200 / 400	Auto / 50 / 100 / 200 / 400	Auto / 50 / 100 / 200	Auto / 50 / 100 / 200 / 400
White Balance	Auto / Daylight / Cloudy / Halogen / White Set			
Exposure	Program AE	Program AE	Program AE	Program AE
Exposure Compensation	1/3 EV Step, ± 2 EV	1/3 EV Step, ± 2 EV	1/3 EV Step, ± 2 EV	1/3 EV Step, ± 2 EV
Auto (AE) Bracketing	1/3 EV-1 EV Step, 3 Frames	1/3 EV-1 EV Step, 3 Frames	1/3 EV-1 EV Step, 3 Frames	1/3 EV-1 EV Step, 3 Frames
Light Metering	Intelligent Multiple / Spot (Spot Mode)			
Shutter Speed	8 - 1/2,000 sec	8 - 1/2,000 sec	8 - 1/2,000 sec	8 - 1/2,000 sec
Motion Image Recording with Audio	Approximately 10 frames/second @ 320 x 240 pixels (maximum recording time deponds upon memory card capacity)			
Still Image Recording w/Audio	5 seconds	5 seconds	5 seconds	5 seconds
Audio Dubbing	Maximum of 10 Seconds	Maximum of 10 Seconds	Maximum of 10 Seconds	Maximum of 10 Seconds
Flash	Pop-up	Built-in	Built-in	Built-in
LCD Monitor	1.5" Diagonal Polycrystalline TFT Color LCD with 114,000 pixels & Adjustable Brightness (± 3 steps)			
Viewfinder	Color EVF (Adjustable)	Optical Viewfinder	Optical Viewfinder	Optical Viewfinder
Built-in SD Card Slot	Yes	Yes	Yes	Yes
Memory Types	SD Memory Card (8MB Card Included) MultiMediaCard (Optional)	SD Memory Card (16MB Card Included) MultiMediaCard (Optional)	SD Memory Card (16MB Card Included) MultiMediaCard (Optional)	SD Memory Card (16MB Card Included) MultiMediaCard (Optional)
Microphone	Built-in	Built-in	Built-in	Built-in
Speaker	Built-in	Built-in	N/A	N/A
Interface	DC Input, A/V Output, USB	DC Input, A/V Output, USB	DC Input, A/V Output, USB	DC Input, A/V Output, USB
USB Port	Yes	Yes	Yes	Yes
Power Supply	Li-Ion Battery (680 mAh, 3.6V) Battery Charger/AC adapter (Input: 110 - 240V AC) (Included)	Li-Ion Battery (680 mAh, 3.6V) Battery Charger/AC adapter (Input: 110 - 240V AC) (Included)	Batteries (x2): AA Ni-MH (Included); Battery Charger (Included) AC adapter (Optional)	Batteries (x2): AA Alkaline (included) AC adapter (Optional)
Dimensions	4½ x 2⅜ x 3¼″	4⅛ x 2 x 1¼″	3¾ x 2⅜ x 1⅛″	3¾ x 2⅜ x 1⅛″
Weight (Body)	11.2 oz.	5.64 oz.	6 oz.	6 oz.