



Information

PENTAX

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

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PENTAX Optio E50 — An entry class, user-friendly compact digital camera, featuring various improvements in performance, convenient for photography

PENTAX Corporation is pleased to announce the new PENTAX Optio E50, an entry-class compact digital camera that can be operated easily, enabling even first-time users to take photographs readily, with improved various capabilities such as shake reduction, face recognition, and battery life.

Main Features:

1. “Face Recognition AF & AE” for simple and convenient photography of portrait

The Optio E50 is equipped with the “Face Recognition AF&AE” function^{*1} that enables to take a photograph of portrait easily and beautifully. This is a convenient function that automatically detects faces and adjusts the focus, and set the optimum exposure, regardless of where people are located on the screen. So, the faces do not become dark even when taking a photograph against the backlight. A maximum of 10 people can be recognized at once.

^{*1} : Available when the photography mode is "Auto Picture", "Program", "Portrait", and "Kids" and camera is directed to the people from the front

2. Digital SR (Shake Reduction)

A mode that reduces camera shakes and blurring of the subject when photographing still images. The sensitivity is adjusted automatically, to as high as the high sensitivity of ISO 1600, to match the brightness of the subjects. This enables for photography with fast shutter speeds, and images with less blurs can be obtained.

3. Supports easily-available AA batteries

As the Optio E50 supports AA batteries, it is possible to easily obtain batteries even when the user is away from home, allowing for worry-free photography. In addition, the battery life has been improved through further power saving and approximately 250 photographs^{*2} can be taken when using alkaline batteries.

^{*2} : Based on measurement conditions conforming to CIPA specifications

4. Auto Picture mode automatically determines the best setting for shooting conditions

The Auto picture mode lets the camera automatically determines the shooting conditions for Landscape, Portrait, Night Scene, and Normal modes and chooses the optimum settings for each subjects. This PENTAX original function makes photography a lot easier for users since it eliminates the necessity of making a number of individual settings.

5. Equipped with the Green mode for automated setup

The Optio E50 comes with the Green mode, which automates the camera setup when shooting still image that allows even complete digital-camera beginners to enjoy picture-taking effortlessly. A single button press automatically sets the exposure, sensitivity, white balance, and other parameters according to the shooting conditions. This function is useful when asking someone else to take your picture or when you are simply lost track of the camera settings.

6. High quality images

Although the Optio E50 is an entry-class camera, high quality images, where detailed parts are clear even when pictures are stretched out, can be obtained. This is due to the camera's high pixel count of 8.1 effective megapixels, new image processing engine with increased processing performance, and high-performance PENTAX lens.

7. 3X optical zoom and 4X digital zoom for a maximum of about 12X magnification

The Optio E50 features a 3X optical zoom lens with a focal range covering angles of view equivalent to those of a 37.5-112.5mm lens in 35 mm format, which is ideal for a broad spectrum of subjects from landscapes, through sightseeing photographs, to portraits. Such zooming power can also be combined with 4X digital zoom to achieve a total of about 12X zoom capability.

8. Other features

- 1) Panorama mode for composing photographs into one panoramic picture
- 2) Large and easily viewable 2.4-inch monitor, with approximately 110,000 dots
- 3) Recording movies at sizes up to 640 x 480 pixels with images quality rivaling camcorders
- 4) Date imprint function for easy image categorizing
- 5) Full-flat design, when power is off, realizes convenient and great portability
- 6) 16-frame continuous shooting that enables for 16 images (640 x 480 pixels/image) to be shot continuously and recorded in 2 seconds
- 7) Approximately 10MB of built-in memory allows internal image storage even when the memory card is full
- 8) Frame composite function allows you to add a decorative frame around the image when shooting
- 9) FotoNation's red-eye compensation function for flash shots
- 10) Includes the ACDSee for PENTAX 3.0 viewer/image management software that supports Windows Vista™
- 11) Support PictBridge, DPOF functions, Eixf Print, and PRINT Image Matching III

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This product supports PRINT Image Matching III. PRINT Image Matching enabled digital still cameras, printers and software help photographers to produce images more faithful to their intentions. Some functions are not available on printers that are not PRINT Image Matching III compliant

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Design and specifications are subject to change without notice*

Optio E50 Main Specifications

Number of Effective pixels		approx. 8.1 megapixels
Image Sensor		1/2.5" CCD
Number of Recorded pixels	Still	8M, 5M, 4M, 3M, 2M, 1024, 640
	Movie	640, 320
Sensitivity (Standard Output Sensitivity)		Auto,Fixed (ISO 100 - 1600*) , * Digital SR mode setting
Shake Reduction	Still	High sensitivity shake reduction mode (Digital SR)
	Movie	-
Face recognition		Face priority AF&AE is available at the Auto Picture, Program, Portrait and Kids mode
Storage Media		Built-in Memory (approx. 9.5MB), SD/SDHC Memory Card
White Balance		Auto
Lens	PENTAX zoom lens, 6 elements in 5 groups (3 aspherical elements)	
	Focal Length	6.2mm-18.6mm , (35mm equivalent focal length approx. 37.5 - 112.5mm)
	Aperture	F2.8(W) - F5.2(T)
Zoom	Optical Zoom	3X
	Digital Zoom	approx. 4.0X
Display		2.4", approx. 110K dots LCD
Focus	Type	3 point multi/spot/continuous
	Focus Range (From lense face)	Normal: 0.4m(1.31ft) to infinity (whole zoom area)
		Macro:0.15m(0.49ft) to 0.5m(1.64ft) (at wide setting) Infinity-landscape mode, Pan Focus available
Exposure Control	Metering System	Multi-segment metering
	Exposure Compensation	±2EV(1/3EV steps)
Scene modes		Auto Picture, Program, Night Scene, Movie, Voice Recording, Landscape, Flower, Portrait, Surf&Snow, Sport, Digital SR, Kids, Pet, Panorama, Frame Composite, Green
Playback modes		Slideshow, Resize, Trimming, Image&Sound Copy, Image Rotation, Digital Filter, Brightness Filter, Frame Composite, Red eye compensation, Protect, DPOF, Start-up Screen
Shutter Speed		1/2000 sec.- 1/4 sec. 4 sec. at most (Night scene mode setting)
Built-in flash	Modes	Flash-on and Flash-off modes. "Red-eye" compensation function employs a pre-discharge
	Flash Range	Wide : approx.0.15m(0.49ft) - approx. 6.0m(20ft) (ISO Auto) Tele: approx. 0.4m(1.31ft) - approx. 3.2m(10ft) (ISO Auto)
Drive Modes		One shot, Self-timer, Continuous, 16-frame Shooting
Power Source	2 AA batteries (Alkaline, Lithium, Nickel and Rechargeable Ni-MH), Optional AC adapter kit is also available	
	Battery life	Still: approx. 250 (Alkaline) *1 Playback: approx. 340 mins (Alkaline) *2
Interfaces		USB 2.0(Hi-Speed)/AV terminal
PictBridge		Supported
Dimensions		approx. 96.5 (W)× 60 (H)× 22 (D)mm (the thinnest depth)
Weight	Body	approx. 120 g (without battery and SD memory card)
	With battery & SD card	approx. 165 g (loaded and ready)

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

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

Optio E50 Storage

Still		Built-in Memory*	512MB	1GB	2GB	4GB
8M	★★★	2	137	275	561	1103
	★★	5	268	536	1092	2145
	★	7	371	743	1512	2970
5M	★★★	3	192	386	786	1544
	★★	7	371	743	1512	2970
	★	10	536	1074	2185	4291
4M	★★★	4	241	483	983	1930
	★★	9	483	966	1966	3861
	★	13	690	1381	2809	5517
3M	★★★	5	301	604	1228	2413
	★★	12	603	1208	2458	4827
	★	17	878	1758	3576	7022
2M	★★★	9	483	966	1966	3861
	★★	16	805	1611	3278	6436
	★	24	1208	2417	4917	9655
1024	★★★	19	966	1934	3933	7724
	★★	33	1611	3223	6556	10000
	★	43	2101	4204	8552	10000
640	★★★	39	1933	3868	7868	10000
	★★	62	3021	6044	10000	10000
	★	83	4029	8060	10000	10000

Movie		Built-in Memory*	512MB	1GB	2GB	4GB
640X480	30fps	11s	8m57s	17m45s	36m25s	1h11m31s
	15fps	23s	17m54s	35m49s	1h12m51s	2h23m03s
320X240	30fps	23s	17m54s	35m49s	1h12m51s	2h23m03s
	15fps	46s	35m48s	1h11m38s	2h25m42s	4h46m06s

Voice recording		Built-in Memory*	512MB	1GB	2GB	4GB
		15m33s	12h28m30s	24h57m16s	50h45m07s	99h38m59s

* Approx. 9.5MB

The maximum number is 10000 for still image.

The maximum file size is 2GB for movie.

The maximum length is 24 hours for Audio recording