

Creating Limitless Enjoyment with Digital Art

Casio is using its advanced digital camera technology to provide a revolutionary new online service that allows anyone to enjoy making art.

New Imaging SquareOnline Service Turns Photography into Art

In its development of digital cameras, Casio has been striving to reinvent photography, allowing users to go beyond just taking photos of subjects as they are to do amazing things that are only possible with digital technology. This effort is behind Casio's Dynamic Photo function, which allows a moving subject to be extracted from one photo and then animated against another background image—right on the camera—as well as HDR-ART, which brings out colors that are more vibrant than reality.

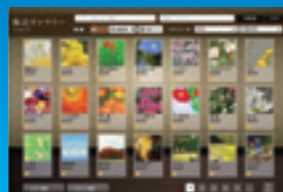
Based on further advances in these technologies, in January 2011 Casio launched Imaging Square, an online service that allows anyone to create works of art using the photos they have taken.

Imaging Square allows members to create unique works by taking images from a digital camera or cellular phone, and enhancing them with various art effects made possible by digital processing. By using the tools on the Imaging Square website, users can easily produce highly artistic images of all kinds. Photos that were once merely saved and viewed can now be used as material for creative artistic expression, offering people a whole new way to express themselves with photography.

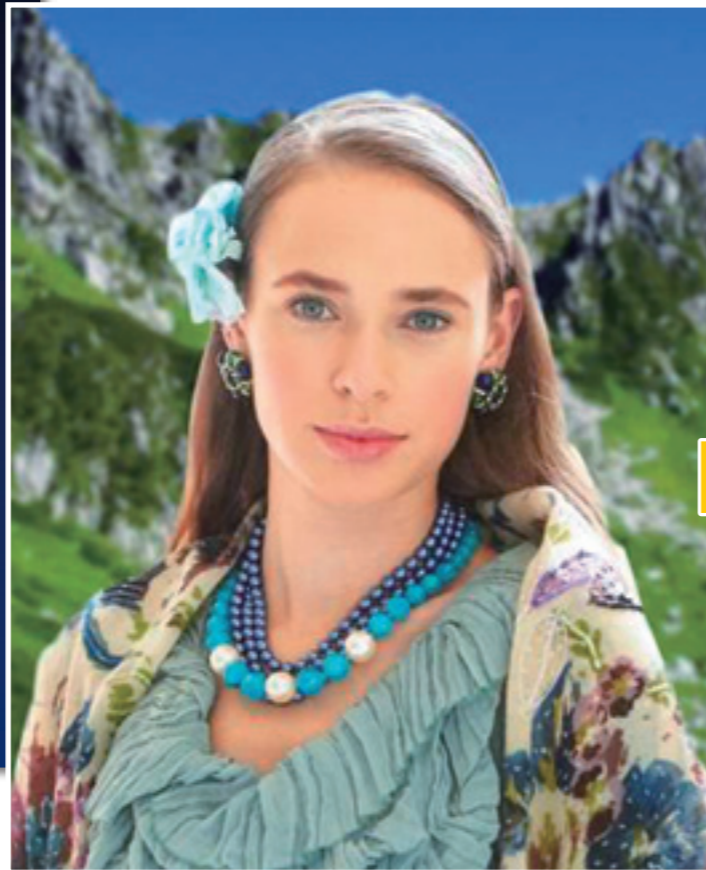


Social Media Features Make Imaging Square a Community

The fun of Imaging Square is not just making pieces of art, but also connecting and sharing with other members. Users can create their own portfolio just like a professional artist, receive comments and feedback from other users. All of this only makes it even more fun to keep creating new pieces. The site is also connected with social media sites like Facebook and Twitter, making it easy for users to comment on their own artwork, and to comment on other people's work.



Creating New Enjoyment from a Single Photo



1. Virtual Painter for Creating Painterly Effects

The Virtual Painter tool applies special effects to photos, making them look like an oil painting, watercolor painting, color pencil sketch, or other genre of art. The natural-looking effect appears as if someone actually drew or painted the images, and has won warm praise from professional artists.

Virtual Painter-01

By digitizing the look of textured paper and color tone, together with the effect of paint, Virtual Painter produces realistic artwork quality that appears to be painted or drawn on actual watercolor paper, with all of its subtle texture and feel.

Virtual Painter-02

When people draw or paint, they do it in predictable ways, such as first making an outline and then filling it in, drawing prominent subjects first, and painting long vertical objects with vertical strokes. Virtual Painter recreates these characteristically human painting and drawing processes, to produce images with a human-like touch.

Virtual Painter-03

Virtual Painter recreates the characteristic movement of the paintbrush. At the beginning of the stroke the paint will be thicker, and then thin out towards the end.

Virtual Painter-04

When colors overlap, the way they mix and blend will be different depending on the type of paint. With Virtual Painter, these differences have been captured using algorithms, and the blending in overlapping areas has been calculated in order to recreate images that really look like oil or watercolor paintings.

2. HDR-ART Craft Produces Artistic Photographic Effects

By removing color information from a photo, and re-synthesizing it by changing the saturation and contrast, HDR-ART Craft allows the user to create an artistic photo with colors that are more vibrant than reality. People can produce dramatic art pieces, which are closer to their original impressions and memories, thanks to this unique image processing technology.



3. DP Animation for Creating New Pictures

DP Animation allows users to identify objects such as people or pets in an image and replace the background with a different one for scenes that could never happen in reality. Users can even use photos with painterly effects or HDR-ART as the background. Furthermore, a subject can be brought to life and animated in a dance sequence coordinated with music.



New functions and services will continue to be added to Imaging Square to enable users to enjoy art more fully as part of their everyday lives. With Imaging Square, Casio is facilitating interaction among its customers, while also enabling them to create a new cultural phenomenon.

IMAGING SQUARE

<http://art.casio.com/>