

# Digital Cameras New Value from High-Speed Technology

Casio is exploring the potential of digital cameras with new "high-speed technology."



EXILIM EX-ZR300

Casio produced the world's first digital camera with a built-in display, underlying which was the "0" to "1" concept founded on Casio's corporate philosophy, and we have since shaped the market as a trend-setter. Now, Casio is exploring the potential of digital cameras with new "high-speed technology."

"High-speed technology," which combines high-speed CMOS sensors with high-speed processing engines, has enabled high-speed continuous shooting at a speed of 30 shots per second and high-speed movies in which the subject's movement can be viewed in slow motion. This has allowed scenes to be captured in a way that was not previously possible, such as the fleeting, natural expressions on a child's face. As well as being able to enjoy dramatic moments and scenes that are beyond the capabilities of the human eye, there are a wide variety of other applications such as analysis for

the enhancement of sports technique, testing, and observation of insects.

As well as reproducing the very best moments, "high-speed technology" realizes industry-leading shooting response, including high-speed startup and short duration between shots during burst shooting. High-speed technology is also used effectively in shooting functions for the production of high-quality images, including HDR (High Dynamic Range), which achieves wide dynamic range reproduction in a single image through the integration of consecutive images shot at different exposures, and in "Premium Zoom" (multi super resolution zoom), which integrates image data from multiple frames.

Casio will aggressively develop innovative technologies to achieve product differentiation, while launching new products with cutting-edge functionality.

## High Speed



**High Speed EXILIM**

High Speed EXILIM features a fusion of high-speed capture and high-speed image-processing technologies

ZR300 · ZR200 · ZR20 · ZR15

High-speed continuous shooting at a speed of 30 shots per second



**EXILIM Engine HS**

The EXILIM Engine HS can burst-shoot 30 images per second. With a dual-CPU, two parallel image processors and a high-functionality and high-speed reconfigurable processor, it features fast shuttering, HDR-Art imaging, and the Premium Auto function for beautiful photos with just a press of the shutter button.

