

FOR IMMEDIATE RELEASE

CASIO ANNOUNCES NEXT GENERATION IN EXILIM CARD DIGITAL CAMERA SERIES

**Anti-Blur Technology and State-of-the-Art MPEG-4 Movie Features
Found in Newest EXILIM Camera**

July 2005, Dover, NJ -- Casio Computer Co., Ltd. in conjunction with Casio, Inc. announces the release of the newest addition to the EXILIM CARD digital camera series. True to the series, the EX-S500 model is barely bigger than a credit card and just .54" at its thinnest point. Packed into the pocket-sized body are 5.0 mega pixels and MPEG-4 quality movie recording capabilities, allowing more than one hour of standard video recording when using a 1GB SD memory card. Casio's EXILIM Engine's Anti Shake Digital Signal Processor also makes blurry pictures nearly a thing of the past.



The EX-S500 is a culmination of Casio's core technologies, combining cutting-edge miniaturization and digital expertise with state-of-the-art movie recording capability. As with all digital cameras in the EXILIM Series, the EXILIM CARD features Casio's EXILIM Engine, an image processing module that makes for high quality images, quick operation, and low power consumption that has made EXILIM the camera of choice for many users. The latest version of the EXILIM Engine features the Anti Shake DSP, which reduces blurring caused by shaking hands or moving subjects, while the Auto Macro and Quick Shutter functions ensure that photos are properly focused.

"The EX-S500, which is available in fashionable white, orange and gray colors incorporates Casio's heralded EXILIM Engine along with advanced MPEG4 quality movie capabilities and anti-blur technology--- all in a digital camera that's barely the size of a credit card," says John Clough, President of Casio, Inc. "In a market where manufacturers are selling disposable camcorders because of their portable travel appeal, the S500 is the perfect icon for permanent multi-functionality exhibiting a re-useable "best of class technology" as an affordable business, leisure and fashion accessory."

In addition to the anti-blur technology, 5.0 mega pixel resolution and 3X zoom capability means high quality pictures. A large 2.2-inch TFT LCD screen makes still and video photography easy to shoot, and the lithium ion rechargeable battery allows up to 200 shots on one charge.

The pocket-sized EX-S500 is quick and easy to use for both business and pleasure. Comparable in size and weight with most cell phones, the EX-S500 is conveniently portable, taking high quality pictures and movies anywhere, anytime. The suggested retail price of the EX-S500 is \$349.

Casio, Inc., Dover, N.J., is the U.S. subsidiary of Casio Computer Co., Ltd., Tokyo, Japan. Casio, Inc., markets calculators, keyboards, digital cameras, mobile presentation devices, portable color TVs, timepieces (Wrist Technology), cash registers and other consumer electronic products. Casio, the unexpected extra – for more information visit our web site at www.casio.com.

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EXILIM CARD EX-S500 MAIN FEATURES

High Performance, High Quality Thin Card-Sized Highlights

- 5 mega pixel CCD makes for high resolution picture taking
- Miniaturized digital camera with a retracting 3X optical zoom employing high density technology resulting in a 77 cc volume just .63" thick (thinnest point: .54")
- Uses the EXILIM Engine image processing module, which includes the Anti Shake DSP
- MPEG-4, VGA(640×480 pixels), 30 frames/second enables high quality movie taking
- Super life battery allows up to 200 pictures per charge, based on CIPA standards
- Movie can be shot continuously for 1 hour and 20 minutes
- 1 hour of movies can be taken in “Normal” mode using a 1GB SD memory card
- Once powered on, the camera is ready to take pictures in approximately 1 second-1
- After the shutter is snapped, picture is taken almost instantaneously with an approximately 0.008 seconds-2 release time lag
- High-speed picture playback of approximately 0.1 seconds interval-3
- Continuous shutter function enables photos to be taken in approximately 1 second intervals, limited to available space on memory card
- Digital interface TFT LCD 2.2 inch screen for easy viewing
- AF assist light function allows for perfect focus in dark places
- Beautiful color body is brilliant and smooth, due to a special “electrical coating” process enhancing the look and feel of the stainless steel body
- 1-using internal memory, with internal flash turned off 2-with internal flash turned off 3-depending on the type of memory card used

Easy to use camera functions

- The camera shutter can be easily operated with the index finger, and the “Direct Movie” button easily operated with the thumb
- Blurring due to both shaky hands and moving subjects is mitigated by the Anti Shake DSP
- Perfect pictures and movies can be taken using one of the 33 different “BEST SHOT” settings
- Equipped with a one-touch “BEST SHOT” button that allows you to select the appropriate mode for your shot
- The “Snapshot-in-Movie” function allows you to take still pictures while shooting movies

- High Sensitivity setting included in “BEST SHOT” ensures pictures come out bright even without the flash
- The “Quick Shutter” function supports high-speed focusing simply and easily
- The “Auto Macro” mode allows for automatic switching between macro mode and auto focus mode
- The “Direct On” button function allows quick startup in both shooting and playback modes
- Using the “MOTION PRINT” function, movies can be converted into a series of nine or just one snapshot for printing
- Movies can be zoomed in during replay
- The “Past Movie” function enables movie recording from 5 seconds before the recording button is pressed
- The “Short Movie” function enables movie recording for up to a total of 8 seconds, adjustable before or after the shutter is snapped
- The “Movie Editing” operation offers three ways (beginning, middle, end) to cut unwanted scenes from a movie
- The “Flash Assist” mode compensates for poorly illuminated areas of the shot
- The “Icon Help” function provides icon guidance when adjusting camera settings

Miscellaneous Features

- USB 2.0 Hi-Speed facilitates rapid data transfer
- The USB cradle functions as a charger as well as a simple way to connect the camera to a PC or TV without the need for additional equipment
- Includes “Photo Loader” software which facilitates easy transfer of pictures to a PC
- Windows Media® Player 9 (movie playback software) and Ulead Movie Wizard SE VCD (movie editing software) included
- Menu display language can be set to Chinese (simplified and traditional), English, French, German, Italian, Japanese, Korean, Portuguese, Spanish
- Compatible with PictBridge and USB Direct Print for direct connection to printing device
- Compatible with ExifPrint (Exif 2.2) as well as PRINT Image Matching
- Internal 8.3 MB flash memory, SD memory card/MMC compatible* *memory card not included

EX-S500 SPECIFICATIONS

Imaging Elements	1/2.5-inch square pixel primary color CCD (5.25 million total pixels; 5.0-million effective pixels)
Recording Formats	Snapshots: JPEG (Exif Ver. 2.2), DCF 1.0 compliant, DPOF compatible Movies: AVI (MPEG-4) Audio: WAV (MONO)
Recording Medium:	Internal flash memory (approx. 8.3 MB recordable area), SD memory card/MMC compatible
Image recording pixels	Snapshots: 2560×1920 / 2560×1712(3:2) / 2304×1728 / 2048×1536 / 1600×1200 / 640×480 pixels Movies: 640×480(HQ) / 640×480(Normal) / 320×240(LP)

Recording Volumes and Times

Still Photos	Image size (pixels)	Image quality/ recording time	File size	Built-in memory (8.3MB)	SD Memory Card 256MB *
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	2560 X 1920	Fine/Normal/ Economy	Approx 3.0MB/ 2.0MB/1.0MB	Approx. 2/3/7	Approx. 80/118/226
	640 x 480	Fine/Normal/ Economy	Approx. 190KB/ 140KB/90KB	Approx. 38/50/79	Approx. 1187/1557/2491
Movies	640x480 (HQ)	Shooting time: unlimited**	Approx. 4.1M Bit/sec. (30 frames/sec.)	Approx. 13 sec.	Approx. 8 min. 29sec.
	640x480 (Normal)	Shooting time: unlimited**	Approx. 2.0M Bit/sec. (30 frames/sec.)	Approx. 25 sec.	Approx. 16 min. 6sec.
	320 x 240 (LP)	Shooting time: unlimited**	Approx. 745k Bit/sec. (15 frames/sec.)	Approx. 1 min 9sec.	Approx. 44 min. 57sec.

*-When using a Matsushita Electronic Industrial Co., Ltd 256MB

**-Depending upon memory capacity and battery life.

Lens:	6 lenses in 5 groups, including aspherical lens; F2.7(W) to F5.2(T), f=6.2(W) to 18.6(T)mm (equivalent to approximately 38 to 114 mm when converted to 35mm film)
Zoom:	3X optical zoom; 4X digital zoom (12X total when optical and digital zooms are used in combination)
Focal point adjustment:	Contrast type AF (selectable between spot, 9-point multi); macro mode; infinity mode; manual focus
Focus Length:	Normal: 15.75" to 8; Macro: 6.70" to 19.69" * varies with optical zoom
Exposure Control:	Light metering method: multi-pattern, center-weighted, CCD spot Control method: program AE
Exposure compensation:	+/-2EV (1/3 EV units)
Shutter:	CCD electronic / mechanical shutter; snapshot auto 1/8 to 1/2000 sec. shutter speed
Aperture:	Auto; F2.7/F4.3 [using wide angle] * varies with optical zoom
White Balance:	Auto / Fixed (6 modes) / Manual
Sensitivity setting:	Snapshot; Auto /ISO50/ISO100/ISO200/ISO400, Movie; Auto
Shoot and Recording Functions:	Snapshot / audio snapshot (up to 30 seconds); continuous shooting; Self-timer; Macro; BEST SHOT; movie
Self-timer:	10 sec. or 2 sec., Triple Self-timer
Internal Flash:	Flash Modes: Auto, Flash On, Flash Off, Red Eye Reduction Approximate Range: 0.4 to 2.8 meters (W); 0.4 to 1.4 meters (T)
Viewfinder:	LCD Monitor
Monitor Screen:	2.2-inch digital interface TFT color LCD, 84,960 pixels (354×240)
Timekeeping Function	Date and time recorded with image data; auto calendar up to 2049
World Time:	162 cities (32 time zones); city names, date and time, summer time (daylight

	saving time)
Input/Output Terminals:	Charging cradle
USB:	USB 2.0 (Hi-speed)
Audio:	Microphone (mono); speaker (mono)
Batteries	Proprietary lithium ion rechargeable battery / AC adapter
Battery Life	Approx. 200 snapshots (CIPA standards) Continuous shooting: approx. 410 snapshots (approx 1 hr. 40 min.)* * 23°C, LCD monitor ON, Flash disabled, alternating between wide-zoom and telephoto-zoom every 15 seconds Continuous playback: approx 2 hr. 40 min. (snapshots) Continuous recording: approx 1 hr. 20 min. (movie) Continuous recording: approx 2 hr. 40 min. (voice recording)
Dimensions:	3.54" (W) x 2.32" (H) x .63" (D) (excluding projections, thinnest point .54")
Weight:	Approx. 115g (without batteries and accessories)
Supplied Accessories	Lithium-ion rechargeable battery; USB cradle; AV cable; Strap; AC power cord; CD-ROM

Specifications are subject to change without notice.