Information

PENTAX

for your
precious moments

March 2, 2004

Important Note

This information is currently classified.
It must not be released prior to:

> **Date: March 9, 2004**
> **Time: 0:00 (Tokyo time)**

Introducing the Optio43WR from PENTAX – the compact digital camera offering resilient convenience

We are pleased to enclose our draft for the press release of the new digital still camera from PENTAX, the Optio43WR.

We would be much obliged if you could arrange the press release in your own language on the basis of this copy and distribute it to major news media such as newspapers, magazines etc. for the active publicity of PENTAX in your country.

Enclosed: press release draft, specifications, photograph.

I03-16

Introducing the Optio43WR from PENTAX – the compact digital camera offering resilient convenience

In the Optio43WR, PENTAX has achieved an excellent combination of quality, functionality, and resilience. With a 2.8X zoom lens it provides real freedom of composition, and with 4.0 effective megapixels it achieves truly satisfying clarity. What's more, it also offers JIS Class 7 waterproof performance, which allows shots to be taken in situations that are off limits to most other compact digital cameras.

Shoot in the rain or snow, by the pool, in the kitchen — with the confidence of clarity, comfort born of design, and the resilience of rubber-protection on each of its four corners.

Major features

2.8X optical zoom lens
- It is easy to achieve everything from expansive shots of scenery to tightly composed portraits with the 2.8X optical zoom lens equivalent to a 37-104mm lens in 35mm format.
- The zoom lens do not protrude from the body of the camera.
- The optical zooming capability can also be combined with 4X digital zoom, enabling a total of 11.2X zooming power with smooth lever operation.

Shoot anywhere, at any time
- Rust-resistant metal, proprietary rubber sealants, and additional protection are employed for the surface of the lens.
- These factors open up a new world of photographic potential, allowing the user to shoot in the rain, by the pool, on the beach.
- Even the microphone employs a specially designed membrane that allows only sound, not moisture, to permeate and the entire camera can even be rinsed under a tap.

Quick start
- Once you've activated the handy Quick start setting, there's no need to switch the power on prior to shooting.
- Just press the shutter release button and the Optio43WR automatically selects

Snap mode, so you're ready to capture the action whenever an opportunity arises.

Satisfyingly swift response
- For full-fledged waterproof performance, a refraction optical unit is employed in the lens.
- The zoom lens operates throughout its entire focal range without protruding from the camera body.
- The Optio43WR offers the additional benefit of swift response — enabling shooting only 0.9 seconds after the power has been switched on.
- When there's not even time to think about focus, selection of Snap mode ensures sharp results automatically.
- The camera also excels in the capture of fast-moving subjects with its release lag of just 0.05 seconds* from one shot to another.
- It requiring only a single touch of a standalone button to switch between modes from shooting to playback.
- While in the playback mode, just a press of the shutter will take you back to shooting.

* Time taken from the moment when the shutter release is fully depressed following focus lock to the moment the shutter opens, when the flash is switched off.

Movies* with smooth, refined quality — 640 x 480 recording pixels at 30 fps with audio
- With a newly developed high-speed CCD and innovative image processing circuitry, the Optio43WR allows you to record movies with images composed of 640 x 480 pixels.
- Movie quality is also accelerated with the power of 30fps performance (double the conventional rate)
- Movies can be recorded to the capacity of your chosen memory media.

*To record movies at 30fps, an SD card with a high transfer speed is required. Recorded movies can be viewed using ACDSee for PENTAX (on systems with QuickTime^{TM} installed).

The power of 4.0 effective megapixels
- Despite its overall rugged design, the Optio43WR achieves delicate detail

with the advantage of 4.0 effective megapixels.
- Added with a primary color filter, it reproduces natural, clear tones regardless of the subject.
- The result? An obvious increase in overall image quality.

Wide-ranging shooting modes
- An array of shooting modes is available on the virtual mode dial on the LCD display for easy access.
- Simply select the one most suited to your subject from a choice of 12, then shoot.

1. **Program mode**
   Allows you to take control over a combination of functions at once.
2. **Landscape mode**
   Captures the sheer sense of space in scenic shots while emphasizing the different shades of land and sky.
3. **Night scene mode**
   Provides satisfying results with minimal effort for shots of night scenes.
4. **Night scene portrait mode**
   Allows you to capture detail in low natural light, with a small burst of flash that highlights the foreground subject.
5. **Portrait mode**
   Captures natural looking skin tones for more flattering results when shooting people.
6. **Surf**
   Counters the common problems associated with water that reflects light to provide appropriate exposure throughout the frame.
7. **Flower mode**
   Ideal for capturing the natural detail, color, and beauty of flowers.
8. **Snow**
   Maintains color the way you see it and avoids the effects of excess reflection.
9. **Fireworks mode**
   Ideal for capturing the vivid colors and excitement of fireworks.
10. **Snap mode**
    Allows you to capture your subject in an instant with the assurance of automatic pan focusing.

11. Movie

- Allows the user to select recording pixels from a choice of 640 x 480, 320 x 240, or 160 x 120.
- The user can also take control over frame rate, selecting between 30fps and 15fps at will.
- There's even color selection which provides a choice of full color, B&W, and Sepia shooting.
- Finally, for the utmost in convenience, all files are stored in MOV format for easy playback on PC.

12. Panorama Assist mode

- When scenes are so expansive they simply cannot be captured in a single shot.
- However, Panorama Assist allows multiple pictures to be taken horizontally or vertically following the camera's guidance.
- These can then be aligned and combined on a PC using the simple-to-use software provided.

Digital filters add creativity even after shooting

- Digital filters can be applied after the shot has been recorded.
- Select from an impressive choice of 10 — comprising black and white, sepia, red, pink, purple, blue, green, yellow, soft and brightness.
- Select purple to add impact to sunset shades, add brightness to darker shots, or experiment with different filters for a wide range of imaginative results.

Playback message

- It is easy to add speech or other sounds to a single recorded still or movie.
- It can then be left as a message for someone in your absence.
- For easy recognition, there's also a red light that signals there's a message.

Nine image/zoom display

- The LCD monitor can show nine recorded images at the same time to speed the search for recorded shots,.
- Each image can also be magnified by 8X to allow closer checking for focus and detail.

White balance modes
- The Optio43WR offers auto, daylight, shade, tungsten, and fluorescent light settings to ensure appropriate white balance in different situations.
- It also has a manual setting that allows you to make the decision yourself or experiment to achieve different results.

Metering options
- Simply select from Spot metering, Multi-segment metering, and Center-weighted metering to achieve the optimal results for the subject at hand.

Sensitivity settings
- Light sensitivity can be adjusted to suit your aims or circumstances with a choice ranging from equivalent to ISO50 for minimized noise, to ISO100, 200, and 400 equivalence.

Macro mode
- Macro mode allows the user to shoot from as close as 1cm from the subject, filling the frame with small objects such as stamps, for example, when the zoom is at the wide-angle setting.

Multiple continuous shooting
- With just a single press of the shutter release, this mode takes four consecutive shots, yet records them as one frame — capturing all the action in just one image.

Customization function
- A recorded image be used as the start-up screen or as the screen that accompanies the alarm function.
- Background images for the menu screen can also be selected from 6 preset images.
- It's also easy to select from 3 different sounds to accompany start-up, shutter release, and button operation.
- You can also record your own favorite sounds for use with the self-timer and alarm functions.

PictBridge compatibility
- The Optio43WR supports PictBridge — a new direct-print standard released by the CIPA (Camera and Imaging Products Association). Just connect the Optio43WR via USB to a printer supporting PictBridge to make printouts of recorded images without the need for a PC and utilize other handy direct functions such as resizing, trimming, and digital filters.

Other convenient features
- ✓ **USB mass storage class compatibility**
- ✓ **Useful software included** (a CD-ROM that features the ACDSee for PENTAX application.)
- ✓ **Built-in auto flash**
- ✓ **Handy LCD monitor**
- ✓ **Optical viewfinder**
- ✓ **Resize function**
- ✓ **Trimming**
- ✓ **Voice memo function**
- ✓ **Histogram display**
- ✓ **Alarm with snooze function**
- ✓ **Noise reduction function**
- ✓ **Settings for sharpness, saturation, and contrast**
- ✓ **Exposure compensation**
- ✓ **Interval shooting**
- ✓ **Convenient self-timer**
- ✓ **World time function**
- ✓ **DPOF function**
- ✓ **Operation in 8 languages**
- ✓ **AV (video/audio) output terminal**
- ✓ **Various power sources including common AA batteries**

Optional accessories

AC adapter kit

Optio43WR Specifications

Type		Compact-type digital still camera with built-in zoom lens, autofocus, auto exposure, auto flash and water resistant design (JIS class 7)
Effective Pixels		4.0 megapixels
Sensor		4.23 megapixels (total pixels) 1/2.7 inch interline transfer CCD with a primary color filter
Color Depth		10bit
Recorded Pixels	Still	2288 x 1712 pixels, 1600 x 1200 pixels, 1024 x 768 pixels, 640 x 480 pixels
	Movie	640 x 480, 320 x 240 pixels, 160 x 120 pixels
Sensitivity		Auto, fixed (equivalent to ISO 50, 100, 200, 400)
File Formats	Still	JPEG (Exif 2.2), DCF, DPOF, PRINT Image Matching II
	Movie	MOV (Quick Time Motion JPEG Format) 30 fps or 15 fps, with sound
Quality Levels		★★★ (Best), ★★ (Better), ★ (Good)
Storage Media		SD memory card
Lens		PENTAX power zoom 5.7mm-16mm (equivalent to 37mm-104mm in 35mm format) F2.8-F3.9, 10 elements in 7 groups (3 aspherical element)
Digital Zoom		1X - 4X
Focusing System		
	Type	TTL contrast detection autofocus system Manual focus/Infinity-landscape mode available
	Focusing Areas	5-point autofocus, spot autofocus
	Focusing Range	
	Autofocus	Normal: 0.3m (0.98ft) to infinity Macro: 0.01m (0.033ft) to 0.5m (1.64ft) at 5.7mm (equivalent to 37mm in 35mm format), 0.2m (0.66ft) to 0.5m (1.64ft) at 16mm (equivalent to 104mm in 35mm format)
	Manual focus	0.01m (0.033ft) to infinity
Exposure Control	Metering System	TTL metering: Choice of Multi-segment metering, Center-weighted metering, Spot metering
	Exposure Modes	Program, Picture mode, Movie, Panorama assist
	Picture mode	Landscape, Night scene, Night scene portrait, Portrait, Surf, Snow, Flower, Firework, Snap
	Digital Filter	During playback mode: Black & White, Sepia, Red, Pink, Purple, Blue, Green, Yellow, Soft, Brightness
	Exposure Compensation	±2 EV (1/3 steps)
Movie		Shooting time: from approx. 1 sec. to memory card capacity. Color mode: full color, sepia, or black and white
Shutter		Programmed AE electronic lens shutter with CCD electronic shutter.
	Shutter speed	Approx. 1/2000 sec. to 4 sec.
Drive Modes		One shot, Continuous, Multiple Continuous, Self-timer, Interval Shooting
Flash		Built-in series-control auto flash Automatic discharge under low lighting condition in auto modes. Flash-on and Flash-off modes. "Red-eye" reduction function also available.
	Effective Range	Approx. 0.1m - 2.9m (0.33ft - 9.5ft) (5.7mm at sensitivity Auto) Approx. 0.5m - 2.1m (1.64ft - 6.9ft) (16mm at sensitivity Auto)
White Balance		Auto, Daylight, Shade, Tungsten light, Fluorescent light, Manual setting
Optical Viewfinder		Actual-image zoom viewfinder
LCD Monitor		1.6 inch, TFT color LCD (Approx. 85,000 pixels)
Time	World Time	Displays the time in 62 cities (28 time zones)
	Alarm Clock	Displays an image with alarm (max. three memory settings). Snooze function available
Language		English, French, German, Spanish, Italian, Russian, Chinese (Traditional/Simplified), Japanese
PictBridge	Print mode	Single image print, All images print, DPOF auto print
Interfaces		AV output terminal, USB terminal, DC input terminal
Video Output		Compatible with NTSC and PAL formats
Power Sources		One Lithium battery CR-V3 (allows apporximately500 shots to be taken*), two AA batteries (lithium, alkaline, nickel and recahgeable Ni-MH) Optional AC adapter also available.
Dimensions		81.5(W) x 76(H) x 30.5(D)mm (3.2 x 3.0 x 1.2 inches) (Excluding protrusions)
Weight		208g (7.3 oz.) loaded and ready 160g (5.6 oz.) without battery and SD memory card

*According to the result of in-house testing (with the LCD monitor on and flash used for 50% of the shot)

Optio43WR

Storage capacity when using SD memory card.

Recorded Pixels	Image												Movie*						Sound
	2288 x 1712			1600 x 1200			1024 x 768			640 x 480			640 x 480 30fps	320 x 240 30fps	160 x 120 30fps	640 x 480 15fps	320 x 240 15fps	160 x 120 15fps	
Quality Levels	★★★	★★	★	★★★	★★	★	★★★	★★	★	★★★	★★	★							
16MB	5	10	15	11	20	27	25	45	56	53	82	100	10sec.	20sec.	1min. 20sec.	25sec.	40sec.	2min. 30sec.	30min.
32MB	11	22	32	24	42	57	52	94	118	111	172	210	25sec.	45sec.	2min. 50sec.	55sec.	1min. 20sec.	5min. 15sec.	1h. 4min.
64MB	24	46	67	50	86	117	107	193	242	227	352	430	55sec.	1min. 32sec.	5min. 50sec.	1min. 50sec.	2min. 50sec.	10min. 45sec.	2h 12min.
128MB	49	94	136	103	174	237	217	391	489	460	712	870	1min. 55sec.	3min. 5sec.	11min. 50sec.	3min. 50sec.	5min. 50sec.	21min. 40sec.	4h 27min.
256MB	98	188	271	205	346	472	433	780	975	918	1418	1734	3min. 50sec.	6min. 10sec.	23min. 35sec.	7min. 35sec.	11min. 40sec.	43min. 20sec.	8h 52min.
512MB	198	378	546	413	698	952	873	1571	1964	1849	2858	3493	7min. 45sec.	12min. 25sec.	47min. 35sec.	15min. 20sec.	23min. 20sec.	1h. 27min. 15sec.	17h 53min.

* To record movies at 30fps, an SD card with a high transfer speed is required.

System requirements

ACDSee for PENTAX

PC

OS	Windows 98/98 SE, Me, NT, 2000, and XP HomeEdition/Professional
CPU	Pentium or later
Memory capacity	Over 64MB
Hard disk capacity	Over 40MB
Language	English, French, German, Spanish, Italian, Russian, Chinese (Traditional / Simplified), Korean, Japanese

Macintosh

OS	8.6 (with the latest CarbonLib) or later with QuickTime 4.0 or later installed
CPU	POWER Macintosh machines of 266MHz or later
Memory capacity	Over 8MB
Hard disk capacity	Over 6MB
Language	English, French, German, Spanish, Italian, Japanese

USB (Driver installment is required for Windows 98/98 SE)

PC

OS	Windows 98/98 SE, Me, 2000, or XP HomeEdition/Professional

Macintosh

OS	9.0 or later

Optio43WR