PENTAX
HOYA CORPORATION
PENTAX Imaging Systems Division

January 6, 2009

PENTAX Optio P70 A high-performance digital compact camera featuring a host of advanced features in a stylish, ultra-slim body

HOYA CORPORATION PENTAX Imaging Systems Division is pleased to announce the launch of the PENTAX Optio P70 digital compact camera. In its stylish, ultra-slim body, this new high-performance model features a host of advanced functions that make high-quality digital photography simple and effortless.

The Optio P70 packages outstanding core features — such as an optical 4X zoom lens, approximately 12 effective megapixels for super-high-resolution images, and a large, easy-to-view 2.7-inch color LCD monitor — into a high-quality metallic housing. Despite these specifications, it has been designed to be extremely compact, with a body as thin as 16.5 millimeters in some sections. It also offers a variety of user-friendly features, including a new Vertical Snap to facilitate vertical-position shooting; a Smile Capture function to automatically release the shutter when it detects a subject's smile; and an Auto Picture mode to automatically select one of eight shooting modes for a given subject. As a result, it assures high-quality digital photography with simple, effortless operation. The Optio P70 also offers a choice of three colors to suit the user's preference.

Major Features

1. Compact, ultra-slim body
The Optio P70 sports a compact, ultra-slim body measuring as thin as 16.5 millimeters in some sections, despite its incorporation of such advanced features as an optical 4X zoom lens with a 27.5mm wide-angle coverage and an extra-large LCD monitor. This compact body was the result of PENTAX's advanced technologies, including a lens unit featuring a newly designed "Sliding Lens System,"* thorough downsizing of all parts, and space-efficient high-density mounting technology. As a result, the Optio P70 is compact enough to carry anywhere and on every occasion — even on short daily strolls.
* *The PENTAX-original lens storage mechanism in which central lens groups are offset from the optical axis and the entire lens is stored in two vertical steps into the lens cylinder. As a result, the overall lens length at the fully retracted position is greatly reduced, contributing to the reduction in body depth.*

2. Stylish design with high-grade finish

To create an elegant, sophisticated appearance and ensure the maximum holding comfort of the camera body, both sides of the Optio P70 are gently rounded, with a strap lug integrated into the body to eliminate any protrusion. For a high-grade finish, meticulous attention is paid to every detail of the camera body — from the elegant, dazzling aluminum housing to chrome-coated parts that are gently contoured to radiate sparkles from every viewing angle. To create a distinctive finishing touch, the silver model has a fine-textured sand finish, while other color models have a double-coating finish with a clear overcoat applied over a primary color paint.

3. Triple anti-shake protection to prevent different types of camera shake
1) Pixel Track SR mode
When recording still images, the Optio P70's new Digital SR (Shake Reduction) mode effectively compensates for camera shake by processing affected images with exclusive software.
2) High-Sensitivity SR mode**
When it detects low-lighting conditions in still-image shooting, the Optio P70 automatically raises its sensitivity to as high as ISO 6400 for a higher shutter speed. This effectively minimizes the adverse effects of camera shake and subject shake under poor lighting conditions.

*** When the High-Sensitivity SR mode is selected, the recorded size is fixed to 5M (2592 x 1944 pixels).*
3) Movie SR mode***
During movie shooting, the Optio P70 prevents blurry images by effectively minimizing annoying camera shake through the use of exclusive software.

**** When the Movie SR mode is selected, the angle of view becomes narrower than normal shooting.*

4. High image quality
The Optio P70 is designed for the highest level of performance and image quality in its class, thanks to the combination of approximately 12 effective megapixels producing super-high-resolution images, a high-performance imaging engine assuring true-to-life color reproduction, and a renowned smc PENTAX lens. It even records movie clips at the size of 1280 x 720 pixels, producing beautiful movies equivalent in quality to those of high-definition broadcast.

5. Optical 4X zoom lens with wide-angle coverage
In its compact, ultra-slim body, the Optio P70 incorporates an optical 4X zoom lens covering a focal length from 4.9mm to 19.6mm (equivalent to approx. 27.5mm to 110mm in 35mm format). This versatile lens is designed to cover a wide range of subjects and scenes — from wide-angle images of breathtaking scenery, spectacular architecture and a group at a confined location to telephoto images depicting fine-detailed subjects. For higher-magnification photography, it even comes with an Intelligent Zoom function. When combined with the optical zoom lens, this function extends the zoom range to approximately 25 times without compromising the optical performance of the zoom lens.

6. Vertical Snap mode for easy vertical-position shooting
The Optio P70's unique Vertical Snap mode simplifies vertical-position shooting, as it allows the photographer to turn the power on and off and zoom the lens in and out with simple pushbutton operation on the back panel. In addition, all icons on the LCD monitor are automatically rotated for vertical-position viewing. This new mode assures the user of the same ease of operation as a cellular phone.

7. Auto Picture mode for automatic selection of eight different shooting modes
The Optio P70 features the advanced Auto Picture mode, which automatically selects the most appropriate shooting mode for a given subject or scene by detecting the subject's lighting and other conditions. This user-friendly mode not only makes the right mode choice for the photographer (from Landscape, Portrait, Night Scene, Night Scene Portrait, Flower, Sport, Standard and Candlelight modes), but also features an auto macro mode, which automatically switches the camera's focus range to macro in close-up applications.

8. Super-fast Face Recognition AF & AE function to capture the subject's face in focus in approx. 0.03 seconds
The Optio P70 features the Face Recognition AF & AE function, which is extremely handy for taking casual snapshots of people. It optimizes the focusing and exposure status of the subject — up to 32 faces in a single image — in approximately 0.03 seconds. The Optio P70 even offers other user-friendly functions: a Smile Capture function automatically releases the shutter the instant it detects the subject's smile; and a Blinking Detection function warns the photographer when the subject's eyes close at the time of shutter release.

9. Large, easy-to-view 2.7-inch color LCD monitor

Despite its compact dimensions, the Optio P70 features a large 2.7-inch high-brightness color LCD monitor. Its bright screen not only makes image viewing easy both during shooting and playback, but also facilitates menu reading and mode setting.

10. Other features

1) Digital Wide function to composite an extra-wide-angle image (equivalent to an image taken with an approx. 21mm lens in 35mm format) from two images
2) Digital Panorama mode to compose a single panoramic picture from as many as three images
3) 26-mode shooting mode palette for easy selection of a most appropriate mode, including the Party mode, for a given subject or scene
4) Favorites function to save reduced-size files of favorites images in the camera and recall them at will
5) Image recovery function to retrieve accidentally erased images
6) Frame Composite function (with 90 frames stored in the camera) to shoot or compose images with decorative photo frames
7) Approx. 33.7MB built-in memory
8) Red-eye reduction function to correct red eyes in recorded images during playback
9) ACDSee for PENTAX 3.0 image viewing, editing and filing software included, supporting Windows Vista^{TM}
10) Compatibility with PictBridge、DPOF functions、Exif Print, and PRINT Image Matching III

Optio P70 Specifications

Number of Effective pixels		approx. 12 megapixels
Image Sensor		1/2.3" CCD
Number of Recorded pixels	Still	12M, 7M, 5M, 3M, 2.1M(16:9), 1024, 640
	Movie	1280, 640, 320
Sensitivity (Standard Output Sensitivity)		Auto, Fixed (ISO 64 - 6400)
Motion Blur Reductio	Still	Pixel Track SR High-sensitivity anti-shake mode (Digital SR)
	Movie	Movie shake reduction mode (Movie SR)
Face recognition		Face recognition AF&AE is available at all mode. 32 people at most. Smile Capture. Blinking Detection.
Storage Media		Built-in Memory (approx. 33.7MB), SD/SDHC Memory Card
White Balance		Auto, Daylight, Shade, Tungsten light, Fluorescent light, Manual setting
Lens		smc PENTAX zoom lens, 7 elements in 6 groups (3 aspherical elements)
	Focal Length	4.9 - 19.6mm (approx. 27.5 - 110mm in 35mm format)
	Aperture	F2.6 (W) - F5.8 (T)
Zoom	**Optiocal Zoom**	4X
	Digital Zoom	approx. 6.3X
	Intelligent Zoom	approx. 5.2X at 7M, approx. 25X at 640(including optical zoom)
Display		2.7" LCD , approx. 230K dots
Focus	**Type**	9-point AF, Spot AF, Auto tracking AF
	Focus Range (From lense face)	Standard: 0.4m - infinity (at wide setting), 0.5m - infinity (at tele setting) 　　　　1.31 ft. - infinity (at wide setting), 1.64 ft. - infinity (at tele setting) Macro: 0.1 - 0.5m (at wide setting), 0.5 - 0.7m (at tele setting) 　　　　0.33 - 1.64 ft. (at wide setting), 1.64 - 2.3 ft. (at tele setting) Infinity-landscape, Pan Focus, Manual Focus: available
Exposure Control	**Metering System**	Multi-segment metering, Center-weighted metering, Spot metering
	Exposure Compensation	±2EV (1/3EV steps)
Scene modes		Auto Picture, Program, Night Scene, Night Scene Portrait, Half-length Portrait, Movie, Landscape, Flower, Portrait, Surf & Snow, Sport, Digital SR, Kids, Pet, Food, Fireworks, Frame Composite, Party, Natural Skin Tone, Candlelight, Text, Blog, Digital Wide, Digital Panorama, Green, Vertical Snap
Playback modes		Slideshow, Resize, Cropping, Image/Sound Copy, Image Rotation, Digital Filter (Color Filter [11 kinds], Soft Filter, Brightness Filter), Movie Edit, Frame Composite, Red-eye Compensation, Voice Memo, Protect, DPOF, Favorites, Image Recovery, Start-up Screen, Face close-up playback
Shutter Speed		1/1000 - 1/4 sec. 4 sec. at most (Night Scene mode setting)
Built-in flash	**Modes**	Flash-on and Flash-off modes. "Red-eye" reduction function employs a pre-discharge. Soft Flash.
	Flash Range	Wide: approx. 0.2 - 4.6m (ISO Auto) 　　　approx. 0.66 - 15 ft. (ISO Auto) Tele: approx. 0.5 - 2.1m (ISO Auto) 　　　approx. 1.64 - 6.9 ft. (ISO Auto)
Drive Modes		One shot, Self-timer, Continuous Shooting, High Speed Continuous Shooting
Power Source		Rechargeable D-LI88 lithium-ion battery, Optional AC adapter kit is also available
	Battery life	Still *: approx. 200 shots (Rechargeable Lithium-ion battery) Playback **: approx. 220 min. (Rechargeable Lithium-ion battery)
Interfaces		USB2.0 (Hi-Speed), AV terminal
PictBridge		Supported
Dimensions		approx. 97(W) × 54(H) × 21.5(D) mm (excluding the operation parts and protrusion. 16.5mm at the thinnest part.) approx. 3.8(W) × 2.1(H) × 0.8(D) inches (excluding the operation parts and protrusion. 0.6 inches at the thinnest part.)
Weight	**Body**	approx. 110 g (without battery and SD memory card) approx. 3.9 oz.
	With battery & SD card	approx. 125 g (loaded and ready) approx. 4.4 oz.

* Recording capacity shows approximate number of shots recorded during CIPA-compliant testing. Actual performance may vary depending on operating conditions.

** According to the result of PENTAX in-house testing.

Optio P70 Specifications

Still	Built-in Memory *	512MB	1GB	2GB	4GB
10MH (4000x3000)	7	107	214	435	855
10M (4000x3000)	15	209	419	853	1675
7M (3072x2304)	21	299	598	1205	2365
5M (2592x1944)	26	368	737	1499	2942
3M (2048x1536)	42	592	1185	2364	4640
2.1M (1920x1080)	61	863	1727	3415	6702
1024 (1024x768)	127	1777	3556	6830	13405
640 (640x480)	240	3358	6716	12294	24130

Movie		Built-in Memory *	512MB	1GB	2GB	4GB
1280X720 (hh:mm:ss)	15fps	0:00:32	0:07:31	0:15:02	0:30:07	0:59:08
640X480 (hh:mm:ss)	30fps	0:00:32	0:07:31	0:15:02	0:30:07	0:59:08
	15fps	0:01:03	0:14:48	0:29:37	1:00:15	1:58:17
320X240 (hh:mm:ss)	30fps	0:00:51	0:11:59	0:23:59	0:48:47	1:35:45
	15fps	0:01:38	0:22:53	0:45:47	1:33:08	3:02:48

Voice recording (hh:mm:ss)	Built-in Memory *	512MB	1GB	2GB	4GB
	0:26:46	6:14:15	12:28:37	25:22:38	49:48:43

*Approx. 33.7MB
The maximum file size is 2GB for movie.
The maximum length is 24 hours for Voice recording