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FOR IMMEDIATE RELEASE:

CASIO RELEASES COMPACT EXILIM® CAMERA WITH HYBRID GPS

World's First Camera Combining GPS with Motion-Sensor Driven Autonomic Positioning

DOVER, NJ, September 20, 2010 — Casio America, Inc. and its parent company, Casio Computer Co., Ltd., today unveiled the world's first Hybrid GPS enabled digital camera, the EXILIM® EX-H20G. The latest model to join Casio's EXILIM Hi-Zoom lineup, the EX-H20G offers an impressive feature set as well as Casio's state-of-the-art Hybrid GPS technology, which makes the camera perfect for traveling. Thanks to Casio's Hybrid GPS system, the EX-H20G offers ultra-precise location data for the geotagging of photos and videos and is also the first camera able to geotag indoors. Additionally, the EX-H20G can display the user's current location - as well as geotagged photos and videos - on a map which can be viewed right on the camera itself.

"Geotagging has increased in popularity, especially with the advent of photo-sharing Web sites and as consumers look to do more with their images," said Toshi Iguchi, Senior General Manager, Digital Imaging Division, Casio America Inc. "With the new Exilim EX-H20G, Casio is taking the geotagging experience to a new level by incorporating exciting technologies which consumers can now leverage to make the process fun, easy and completely seamless. No matter where in the world you take an image, whether it is indoors or out, the EX-H20G will know exactly where it was taken."

The EX-H20G's Hybrid GPS system sets a new standard for geotagging and offers exciting new ways to use a digital camera. Casio's Hybrid GPS system combines GPS with autonomic positioning, which is made possible by an internal motion sensor. This enables the EX-H20G to track a user's last known satellite-acquired position against map data stored in the camera's internal memory, even while the user is indoors. In addition to these features, the camera is preloaded with information regarding 10,000 sightseeing photo spots around the globe. When in the vicinity of one of these photo spots, the EX-H20G will automatically alert the user, identifying the locations as points-of-interest.

The industry-leading GPS and geotagging capabilities of the EX-H20G will dramatically change how people use their digital camera when traveling. The EX-H20G's on-screen map allows users to plan their travels before departing as they can view destinations, points-of-interest and photo locations. While on-the-go, users can then confirm their present location and utilize the EXH20G's digital compass to determine the best route to their next destination. After returning home, users can manage and share their geotagged photos and videos captured with the EXH20G using popular photo-sharing Web sites and software which offer geotagging functionality, such as Picasa, Panoramio, Google Earth, Flickr and iPhoto. These platforms will utilize the precise location data embedded into each image's EXIF file to plot exactly where they were captured on a world map, giving the photographer, as well as their friends and family, the ability to vividly imagine their travels by making the connection with the locations visited and images. By integrating camera and map as well as location data and photos, the EX-H20G creates a whole new way to enjoy traveling.

Equipped with the new EXILIM Engine HS, the EX-H20G features all of the essential capabilities expected from a camera. When used with Casio's Single Frame SR Zoom function, the 24mm wide-angle, 10x optical zoom lens actually offers a 15x zoom range that maintains the image quality needed for 14.1-megapixel high-resolution photography. This represents 1.5 times the range of the optical zoom, with virtually no loss in quality. Other features include 720p HD video recording (30fps), as well as a three-inch, high-resolution 460K super clear LCD that is easy to view even when outdoors. The EX-H20G also comes with Casio's advanced, fully automatic Premium Auto function for taking beautiful shots of scenery and people with just a press of the shutter button, and various useful functions for traveling such as Panorama Photo mode, which can take 360-degree photos, as well as auto-time adjustment which will automatically synchronize the camera's date and time with that of the user's current location and time zone.

Starting with the EX-H20G, Casio is positioning the EXILIM brand as "Amazing Gear" — a brand that never fails to deliver new surprises and excitement. Casio intends to revolutionize photography, creating new value by developing digital cameras that go beyond the limits of cameras in the past.

Please see the following pages for more details on the new digital camera.

EXILIM Hi-Zoom EX-H20G **A Traveler's Camera Equipped with a Hybrid GPS System**

The first digital camera with autonomic indoor positioning through Hybrid GPS

The EX-H20G is equipped with a Hybrid GPS system that combines a GPS engine with autonomic positioning made possible by a motion sensor. Even if no signals are received from GPS satellites when indoors, the system consecutively tracks the user's location by employing an original algorithm using a three-way accelerometer and a three-way direction sensor. When the user goes back outside, the system automatically updates the positional information of the indoor location based on the exact location determined by GPS reception. Even when the camera is powered off, the GPS system continues to search for satellite signals at 10 minute intervals. This is an ideal system for a digital camera, allowing it to immediately track location data at any time and any place.

Highly accurate and speedy position tracking with low power consumption

The EX-H20G employs Casio's advanced low-power technology, which ensures that the camera consumes only a small amount of power. Power consumption is suited for the various situations in which the EX-H20G will be used, including power-on and power-off, satellite acquisition and even while the three-way accelerometer and direction sensor are working in the background while the camera is off. With the EX-H20G, users can rest assured knowing that they won't need to sacrifice battery life to enjoy highly precise and speedy position tracking.

Complete with a wide range of functions useful for traveling

- Contains world atlas data including detailed maps of 140 world cities and 12 cities in Japan
- User's location and photos and movies taken are displayed on a map
- Photos are saved with the location information, including longitude and latitude, shooting direction, and place names
- About 10,000 photos of popular sightseeing spots around the world are included in the internal memory
- Users can leverage the camera's digital compass and map to determine the most appropriate route
- A location name database with approximately one million items is included, enabling the camera to display the name of the shooting location on the screen
- Location name and other data can be embedded in the photo when taken
- H.264 video format grants longer recording time for 720p HD Movies
- Travel memories can be reproduced vividly on a large-screen TV in a slideshow with a map using an HDMI terminal

Premium Auto function produces beautiful photos with just a press of the shutter button

Premium Auto enables the camera to automatically analyze the scene being photographed — including distinguishing night scenes, back lighting, a blue sky, green trees or a sunset — as well as sensing whether there is a face in the frame, the movement and position of the subject, and whether a tripod is being used. It simultaneously optimizes settings for exposure, ISO, sensitivity, focus location, photo blur correction, tonal range and color balance, and level of noise

reduction. Images are analyzed pixel by pixel to apply different correction to people and backgrounds. Premium Auto delivers an advanced level of full auto photography, ensuring high quality photos with just a press of the shutter button. Landscape Makeup processing, which creates clearer landscape photographs, operates automatically.

Equipped with newly developed EXILIM Engine HS

The newly developed EXILIM Engine HS for advanced image processing boasts a multi-CPU and two parallel image processors, enabling the EX-H20G to accurately capture the genuine character of photo subjects with high-speed.

Powerful zoom that maintains high-resolution image quality through 15x

The EX-H20G is outfitted with a 24mm ultra wide-angle, 10x optical zoom lens which offers a 35mm film equivalent focal length of 24mm-240mm. To enhance the zoom range even further, Casio incorporated its Single Frame SR Zoom in the EX-H20G, which extends the camera's 35mm film equivalent telephoto focal length to 360mm, for 1.5 times the optical zoom or a total zoom range of 15x. Furthermore, the EX-H20G features built-in CCD-shift image stabilization to help reduce photo blur from hand movement. These features allow users to photograph any kind of scene, from enormous structures in sightseeing areas to scenic views at a distance.

Dynamic Photo function for creating composite moving images

These EX-H20G also features Casio's Dynamic Photo function, which makes it easy for users to create "moving photos" right on the camera by cutting moving subjects from the background in images taken with continuous shooting, and combining those images on a different still or moving image background. With Dynamic Photo, it is possible to make multiple characters move independently of each other against a background of moving images up to as long as 20 seconds. These capabilities encourage users to explore their creativity and make it more fun to create images. Sharing is also simplified as included software makes it easy to upload images to YouTube™ or post them to a blog.

The EX-H20G will be available November 2010 for \$349.99.

EX-H20G Specifications

		EXILIM Hi-ZOOM EX-H20G
Number of Effective Pixels		14.1 megapixels(/million)
Image Sensor		1/2.3-inch square pixel CCD
Image Sensor	Total Pixels	14.48 megapixels(/million)
	Still Images	JPEG (Exif Ver2.3), DCF2.0, DPOF
File Format	Movies	MOV format, H.264/AVC, IMA-ADPCM (monaural)
	Built-in Memory	It has not yet been fixed
Recording Media		SD Memory Card, SDHC Memory Card, SDXC Memory Card compatible
Number of Recorded Pixels	Still Images	14M(4320x3240), 3.2(4320x2880), 16.9(4320x2432), 10M(3648x2736), 6M(2816x2112), 3M(2048x1536), VGA(640x480)
	Movies	HD : 1280x720(30fps) / STD : 640x480(30fps)
Recording Capacity	Still Images	It has not yet been fixed
	Movies	
Lens	Construction	11 lenses in 10 groups, including aspherical lens
	F-number	F3.2(W) - F5.7(T)
	Focal Length	F=4.3 - 43.0mm
	35mm - Film Equivalent	Approx. 24 - 240mm
Zoom Ratio		10X optical zoom, 15X Single SR Zoom, 4X digital zoom, 159.4X maximum digital zoom (in combination with HD Zoom, VGA size)
Focus	Focus Type	Contrast Detection Auto Focus
	Focus Mode	Auto Focus, Macro, Super Macro, Infinity Mode, Manual Focus
	AF Area	Intelligent, Spot, Multi, Tracking
	AF Assist Lamp	Yes
Focus Range ^{*1} (From Lens Surface)	Auto Focus	Approx. 6 in. ~Infinity (W)
	Macro	Approx. 3 in. ~ 19.7 in. (First step from Widest Setting)
	Super Macro	Approx. 3 in. ~ 19.7 in
	Infinity Mode	Infinity
	Manual Focus	Approx. 6 in. ~ Infinity (W)
Exposure Control	Exposure Metering	Multi pattern, Center Weighted, Spot by CCD
	Exposure Control	Program AE
	Exposure Compensation	-2EV to +2EV (in 1/3EV steps)
Shutter	CCD electronic shutter and mechanical shutter	
	Shutter Speed ^{*2}	Auto 1 ~ 1/2000 second
	Night Scene	4 ~ 1/2000 second
Aperture ^{*1}		F3.2 (W) ~ F7.5 (W) ^{*3}
White Balance		Auto WB, Daylight, Overcast, Shade, Day White Fluorescent, Daylight Fluorescent, Tungsten, Manual WB
ISO Sensitivity (SOS/ REI ^{*4})	Still Images	Auto/80/100/200/400/800/1600/3200
	Movies	Auto
Other Functions		CCD-shift image stabilization, GPS, BEST SHOT, Premium Auto, Dynamic Photo(Play mode only)
Self-Timer		10 seconds, 2 seconds, Triple Self-timer
Built-in Flash	Flash Mode	Auto, Flash off, Flash on, Soft Flash, Red eye reduction
	Flash Range	It has not yet been fixed
Monitor		3.0 in. TFT color LCD / Super Clear LCD, 460,800 dots (960 x 480)
Timekeeping Function	Date and Time	Recorded with image data
	On-image Time Stamp Function	Yes
	Auto Calendar	To 2049
	World Time	162 cities in 32 time zones, City name, date, time, summer time
External connection terminal		USB port (Hi-Speed USB compatible) / AV output terminal(NTSC/PAL), HDMI TM *5 output(Mini) ^{*6}
Microphone		Monaural
Speaker		Monaural
Power Requirement		Rechargeable lithium ion battery (NP-90)
Battery Life		It has not yet been fixed
Dimensions	W × H × D (CIPA Standards)	4.04 x 2.66 x 1.13 in.
Weight (CIPA Standards)		Approx. 7.62 oz. (Including Battery and Memory Card ^{*7}) / Approx. 6.07 oz. (excluding Battery and Memory card)
Bundled Accessories		Rechargeable Lithium Ion Battery (NP-90), Lithium Ion Battery Charger (BC-90L), AC Power Cord, USB Cable, AV Cable, Strap, CD-ROM

1. Range is affected by optical zoom.
2. May differ according to camera settings.
3. F7.9 is the aperture when an ND filter is being used.
4. SOS: Standard Output Sensitivity; REI: Recommended Exposure Index.
5. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.
6. 1080/50i output is not supported for PAL output using an HDMITM.
7. When using Panasonic Pro High Speed 1GB SD Memory Card.

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About Casio America, Inc.

Casio America, Inc., Dover, N.J., is the U.S. subsidiary of Casio Computer Co., Ltd., Tokyo, Japan, one of the world's leading manufacturers of consumer electronics and business equipment solutions, established in 1957. Casio America, Inc. markets calculators, keyboards, digital cameras, mobile presentation devices, disc title and label printers, watches, cash registers and other consumer electronic products. Casio has strived to realize its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. For more information, visit www.casiouusa.com.

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