

PENTAX Announces the Rugged Optio WG-1 and Optio WG-1 GPS

Written by OpenDP-PRWeb

Wednesday, 06 April 2011 06:16 - Last Updated Wednesday, 06 April 2011 07:06

Digital Compact Cameras, Featuring Waterproof, Dustproof, Shockproof, Crushproof and Coldproof Construction

Mississauga, ON – February 8, 2011- PENTAX Canada Inc. is pleased to announce the introduction of the **PENTAX Optio WG-1 and**

Optio WG-1 GPS digital compact cameras

. As PENTAX's 12th generation of waterproof

digital cameras,

the rugged

Optio WG-1 and Optio WG-1 GPS

can take underwater images at a depth of 10 meters for up to two hours continuously, can withstand a fall from a height of 1.5 meters and

feature

a dustproof, coldproof (down to -10°C) and crushproof construction. Both

models feature

the enhanced

Digital Microscope mode

with LED subject lighting, which

captures

even the smallest and closest

macro subjects

as near as 1cm from the

camera.



The **PENTAX Optio WG-1 GPS model** is also equipped with a sophisticated GPS function. The position data of the **shooting** location and positioning log data are stored along with the image, making it easy for the user to later check the **shooting** location and link the data with PC-based maps.

PENTAX Announces the Rugged Optio WG-1 and Optio WG-1 GPS

Written by OpenDP-PRWeb

Wednesday, 06 April 2011 06:16 - Last Updated Wednesday, 06 April 2011 07:06

Ideal for shooting in almost any condition, the **Optio WG-1 and Optio WG-1 GPS** are the perfect companions for all your outdoor adventures.

Major Features

1. Heavy-duty construction for underwater shooting to 10 meters deep for up to two hours continuously

The Optio WG-1 and Optio WG-1 GPS offer improved underwater picture-taking performance. They can take underwater images at a depth of 10 meters (compared to six meters for their predecessor) for up to two hours of continuous operation (equivalent to IPX8 or JIS Class 8 waterproof performance). Both offer exceptional shockproof capacity to withstand a fall from a height of 1.5 meters (vs. 1.2 meters for its predecessor) without damage to the body, thanks to the new body design and redesigned internal mechanisms. The Optio WG-1 and Optio WG-1 GPS also offer remarkable dustproof performance (equivalent to IP6X or JIS Class 6), exceptional cold-resistant performance for reliable operation at temperatures as low as -10°C and newly added crushproof construction** to withstand weights up to 100kgf (kilogram-force). All these features make the Optio WG-1 and Optio WG-1 GPS ideal choices for active photographers who venture out for shooting in demanding outdoor conditions.*

* Measured under PENTAX-original testing standards (from a height of 1.5 meters, onto a surface of 5cm-thick plywood), conforming to the Method 516.5-Shock of the MIL-Standard 810F.

** Measured under PENTAX-original testing standards.

2. Enhanced Digital Microscope mode for close observation of the microscopic world

The Optio WG-1 and Optio WG-1 GPS feature an enhanced Digital Microscope mode, providing a magnified view of a microscopic world often unnoticeable with the naked eye, on the

PENTAX Announces the Rugged Optio WG-1 and Optio WG-1 GPS

Written by OpenDP-PRWeb

Wednesday, 06 April 2011 06:16 - Last Updated Wednesday, 06 April 2011 07:06

LCD monitor. They can then capture fine-detailed images of these tiny subjects.*** By increasing the number of LED Macro Lights to five (from three on their predecessor) and positioning them around the circumference of the lens barrel, PENTAX has successfully improved light distribution performance for brighter, more uniform lighting on the subject. The illumination level of each LED Macro Light automatically increases at the moment of shutter release. A Macro Stand is included as a standard accessory to make extended observation effortless, even at a minimum distance of one centimeter away from the subject.

*** When using the Digital Microscope mode, the image size is fixed at 2 megapixels (at 16:9 proportions).

3. Advanced GPS function for a new dimension in digital photography (available with the Optio WG-1 GPS only)

*The Optio WG-1 GPS comes equipped with a new, sophisticated GPS function, which allows the user to record position data when shooting still images and to take advantage of various GPS-compatible applications and services provided by the included software**** as well as web sites such as Google Maps™. It also corrects the built-in clock automatically to match local time of a particular shooting location. In addition, simply by carrying the camera, it automatically creates log data and stores it as a KML-format file onto an SD memory card. Thanks to this log feature, the user can keep accurate track of their movement during outdoor shooting, and display it later on the computer using various online services such as Google Earth™.*

**** This function is available with the Windows version only.



4. Beautiful, high-quality images delivered by newly incorporated super-resolution technology

In addition to approximately 14 effective megapixels and a state-of-the-art imaging engine, these models incorporate a new, sophisticated imaging process made possible by the latest "super-resolution" image processing technology. This process is designed to optimize the resolution of a recorded image section by section to produce a high-resolution image that is sharper, livelier and more true-to-life than ever before. Thanks to this advanced technology, images captured by the Optio WG-1 and Optio WG-1 GPS produce beautiful, high-resolution prints with fine details, even when enlarged to poster sizes.

5. New-generation Face Detection function with Self-Portrait Assist mode

The cameras feature an enhanced Face Detection AF & AE function, which instantly and accurately detects up to 32 faces in the image field, then catches them in sharp focus and optimum exposure in just 0.03 seconds. This latest version offers a variety of user-friendly features to simplify the process of portrait and snapshot photography and improve the quality of the images. Small Face filter makes the subject's face appear slightly smaller in a captured image than in reality. Smile Capture mode automatically releases the shutter the instant the subject's smile is detected while the Blink Detection function warns the user when the subject's eyes close at the moment of shutter release. The cameras also feature a unique Self-Portrait Assist mode. When the user points the camera at himself/herself, this convenient feature informs them whether the subject's face is captured safely within the picture frame using the blink of the close-distance warning LED lamp on the camera's front panel.

6. New-generation Pet mode to automatically detect the faces of dogs and cats

The Optio WG-1 and Optio WG-1 GPS feature the latest version of the unique Pet mode, which assists in capturing the faces of dogs and cats more effortlessly and swiftly than ever before. In addition to the automatic detection of pets' faces, this mode allows the user to pre-register the faces of up to three favourite pets, making it possible to detect them ahead of other pet faces.

7. High-quality, HD-proportioned movie recording

The Optio WG-1 and Optio WG-1 GPS capture beautiful, flawless movie clips at 16:9 high-definition TV proportions (1280 x 720 pixels) at a frame rate of 30 frames per second. They also offer a variety of movie editing functions: for instance, still images can be extracted from movie clips, or title images can be added to the beginning and/or end of a movie clip. They even provide an HDMI micro terminal for audio/video signal output to HDMI enabled devices such as HDTV's with the use of an optional HDMI Type D cable.

8. Extra-wide 2.7-inch LCD monitor

These cameras feature a large 2.7-inch high-brightness colour LCD monitor with approximately 230,000 dots and horizontally extended 16:9 proportions. The monitor is treated with a special AR (Anti-Reflection) coating to cut the glare of external light and minimize reflections, making it easy to observe the subject, monitor recorded images and view on-screen menus, even in bright sunlight.

PENTAX Announces the Rugged Optio WG-1 and Optio WG-1 GPS

Written by OpenDP-PRWeb

Wednesday, 06 April 2011 06:16 - Last Updated Wednesday, 06 April 2011 07:06



www.pentax.ca