

# Kyocera Breaks A\$1,000 Barrier for Mega Pixel Digital Camera

Launches the Smallest & Lightest Digital Cameras in Market

Kyocera, a leader in the worldwide photographic market with brands such as Yashica and Contax, this month launched into Australia two new Kyocera Finecam S Series mega pixel digital cameras: the Finecam S3x and the Finecam S4 the worlds smallest and lightest digital cameras in their respective classes.

David Finn, Managing Director, Kyocera Australia/New Zealand, said, The digital camera market is expanding rapidly and we are expecting a 50% market growth in the coming year in Australia. Kyocera has a long history in the global photographic market, having established two of the leading brands: Yashica and Contax. Now, with these new offerings, we are working with our channel to establish Kyocera as the leader in the digital still camera market in Australia.

Both models boast a full line-up of functions including programmed and aperture-priority exposure control and various shooting modes with a wide shutter speed range and versatile playback functions. Both models feature stainless steel alloy front and back covers on the camera body for added durability

## Finecam S3x

The Finecam S3x is the smallest and lightest three million mega-pixel digital camera available in Australia, weighing just 175 grammes. Its high performance capabilities include a 3.34 million pixel CCD that delivers 35mm film quality, programmed AE and aperture-priority exposure control, and a -1/2000 second, 2 second, 4 second, 8 second shutter speed range.

RRP is A\$998.80 including GST.

## Finecam S4

The Finecam S4 is the smallest and lightest four million mega-pixel digital camera in Australia, also weighing approximately 175 grammes. With a 4.13 million pixel CCD it delivers 35mm film quality. It also boasts high resolution 7.3mm-21.9mm zoom, which delivers the equivalent to a 35-105mm range in the 35mm format, plus a -1/2000 second, 2 second, 4 second, 8 second shutter speed range.

RRP is A\$1299.10 including GST

## Both Models

Both cameras are equipped with an optical 3x zoom lens covering the focal distance from 7.3mm wide angle to 21.9mm telephoto (equivalent to 35mm to 105mm in 35mm format). This makes the cameras equally suitable for shooting landscape, commemorative pictures and portraits. Using the optical 3x zoom with a digital 2x zoom facilitates shooting up to a maximum of 6x zoom, and a digital 2x zoom for playback.

Giving superior functionality, the video function can record film sequences of up to 15 seconds duration, plus the night scene shooting long time exposure function lasts up to 8 seconds.

Either SecureDigital (SD) memory cards or multi-media card (MMC) can be used as a recording medium. And the Finecam S-Series models allow for easy connection to a PC via a USB cable, and also allow the user to edit photographs with the included PIXELA ImageMixer software.

Summary of Kyocera Finecam S-Series Key Features:

&#61623;7.3 21.9mm F2.8-4.8 zoom Lens (equivalent to 35 105mm in 35mm format)

&#61623;3x optical zoom/2x digital zoom

&#61623;1/2 - 1/2000 sec, 2 sec, 4 sec, & 8 sec shutter speed range

&#61623;Programmed AE & aperture priority AE exposure control

&#61623;Centre-weight & spot metering methods

&#61623;Built-in pop up automatic flash with red eye reduction mode

&#61623;38mm LCD monitor & Optical Viewfinder  
&#61623;16Mb SecureDigital memory card  
&#61623;USB reader interface  
&#61623;PIXELA photo-editing software  
&#61623;Warranty period: 12 months parts & labour.

#### Pricing & Available

The RRP for the S3x is A\$998.80 including GST, and the RRP for the S4 is A\$1,299.10 including GST. Please contact Kyocera Mita for your information on your nearest Dealer on 1300 364429.

Kyocera Optics, Inc., a division of Kyocera Corporation, markets a complete line of high-end photographic equipment including medium format, SLRs, rangefinders and sophisticated compact zoom cameras. The company also maintains the exclusive license to distribute world renowned Carl Zeiss T\* lenses for 35mm and Advanced Photo System cameras, and auto focus lenses for the medium format Contax 645. Kyocera's diverse product line includes the Contax and Yashica camera lines, and Finecam digital cameras.

#### About Kyocera Corporation

Kyocera Corporation, the Japan-based parent and global headquarters of the Kyocera Group, is a 42-year-old, multi-billion-dollar conglomerate. Founded in 1959 as a producer of advanced ceramics, it has combined engineered materials with metals and plastics, and integrating them with other technologies to become a leading supplier of telecommunications equipment, semiconductor packages, electronic components, cameras, laser printers, copiers, solar energy systems and industrial ceramics.

For more information, visit [www.kyoceramita.com.au](http://www.kyoceramita.com.au).