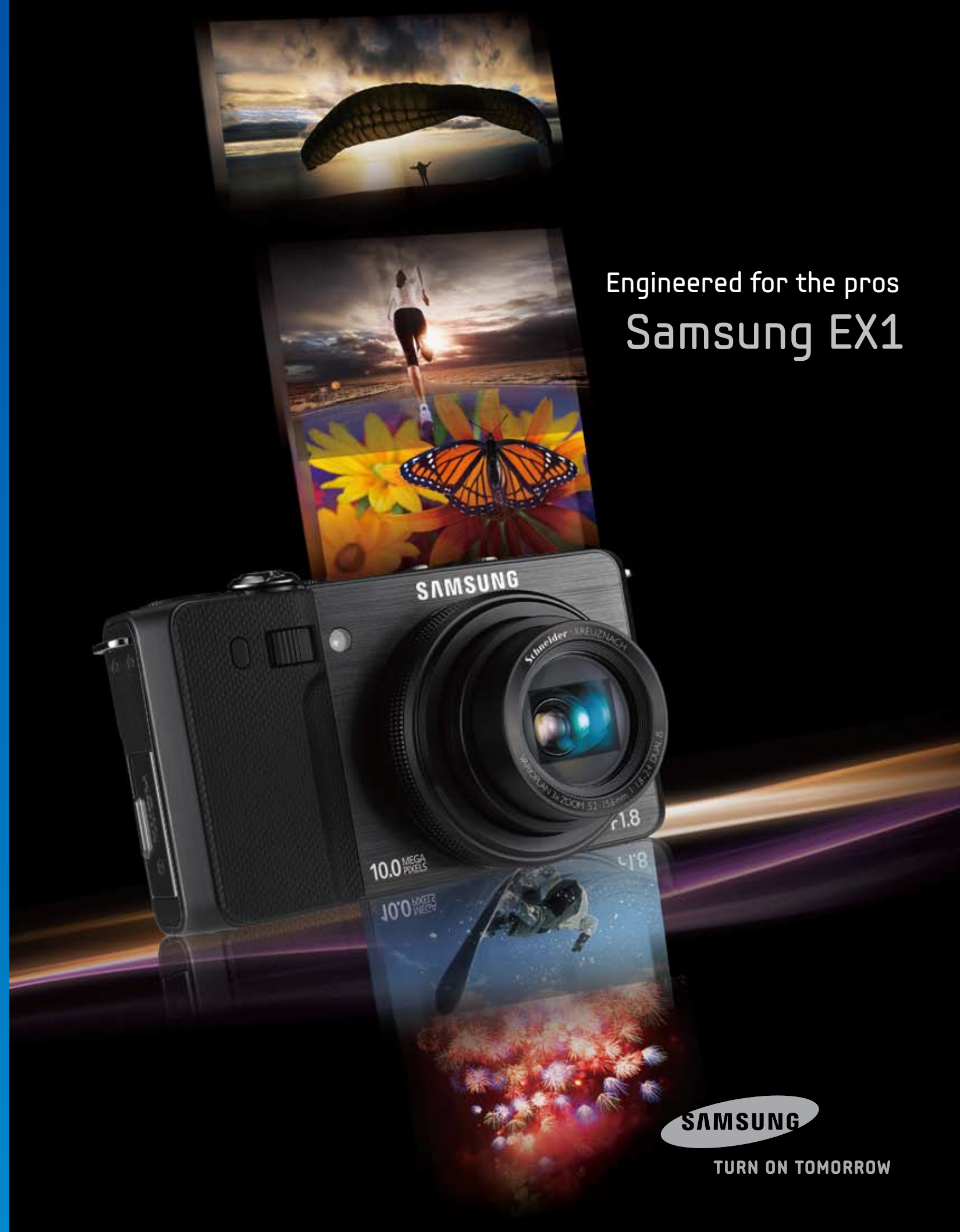


To learn more about Samsung EX1,
please visit www.samsungimaging.com

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TURN ON TOMORROW



Engineered for the pros
Samsung EX1



TURN ON TOMORROW

See your world in a whole new light

Designed to quench the thirst of a unique breed of advanced photographers and enthusiasts, the Samsung EX1 is a landmark in digital photography. The 10 mega-pixel EX1 elegantly combines a range of the latest in camera technology with an interface that's easy to use and a camera that's pure joy to look at. The Samsung EX1 will change the way you look at compact digital cameras—and not a moment too soon.





A legend in the making

Unlike any other compact digital camera, the Samsung EX1 puts the photographer's needs ahead of its own. Everything that has been incorporated into the EX1 was carefully considered to provide the photographer with all of the tools to create professional-grade moments. Starting with the brightest lenses ever found on a compact camera—a 24mm ultra-wide angle Schneider KREUZNACH, F1.8 lens. The high sensitivity 1/1.7" CCD delivers even better image quality with very little noise, even under-low light conditions. And the rotating 3" AMOLED display allows you to take full control over your shooting situation so you can see every possible angle—even before you take the shot.





Brighter

An eye for more light

Ultra-wide 24mm, F1.8 Bright Lens (3x zoom)

Built with one of the largest openings for any compact camera on the market today, the Ultra-wide 24mm, F1.8 Bright Lens of the Samsung EX1 will rival that of any DSLR. Much wider than conventional compact cameras, 24mm Schneider KREUZNACH lens allows you to create a composition with extremely wide angles, which is perfect for beautiful landscapes that can only your memory can capture better.

As impressive as that is, the true gem behind the lens is its F1.8 aperture. At F1.8, the EX1 lens offers you a wider range of aperture steps, giving you the ability to shoot at higher shutter speeds during low-light conditions. The result is professional-quality images with minimal noise

and blurring from involuntary shaking. The lens also delivers a more shallow depth-of-field, so you're able to blur out the background of the image while maintaining focus on your subject during portrait shots. Once limited only to bulkier DSLRs, the Samsung EX1 delivers professional sophistication along with the convenience of a compact camera.

The EX1 also includes a 3x optical zoom, which enables the lens to stretch from 24mm to 72mm, will complement your wider shooting angles without capturing any unwanted shaking or blurring. So now you can get up close and personal without ever having to get in the way.



Competitor



EX1



Larger

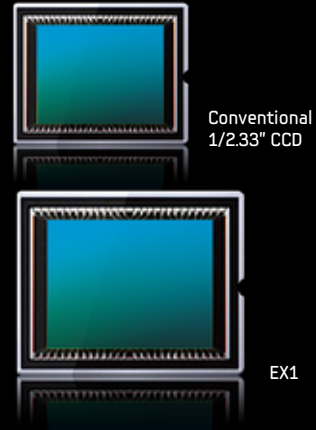
More sensitive for high-quality pictures

High Sensitivity 1/1.7" CCD

When it comes to image sensors, bigger is better. The image sensor is the key to great-looking pictures. Its sole purpose is to convert the light captured by the lens and to transform it into a work of art. At the heart of the Samsung EX1 is a 1/1.7 CCD image sensor, which is larger than those typically found in conventional compact digital cameras. That translates to unrivaled sensitivity, making it possible to capture ultra-vivid, natural-

looking, professional photos, regardless of lighting conditions.

In addition, the 1/1.7 CCD image sensor allows an ISO of up to 3200 at full resolution. This allows you to maximize the power of the 10 mega-pixel EX1 and capture high-resolution images with little noise that will satisfy the most discerning of professionals.



EX1



Conventional 1/2.33" CCD





Clearer Greater range for greater freedom

Rotating 3.0" AMOLED Display



TFT LCD



AMOLED / Free Viewing Angle

Creating the perfect composition has become even easier than ever with the rotating 3.0" AMOLED (Active-Matrix Organic Light-Emitting Diode) display on the EX1. This extra-large display provides you with the flexibility to see your shots in more angles so you know exactly how it's going to turn out, even before pressing the shutter. The display rotates so you can frame your images exactly the way you want as well as shoot from just about any angle, including those tricky overhead and low-to-the-ground shots.

The light-weight AMOLED display is extremely thin and makes the EX1 much easier to carry around, which is especially useful when traveling. The display is also much brighter than standard TFT-LCD screens. The AMOLED display has a dynamic

contrast ratio of 10,000:1 and a wider color gamut, allowing it to produce high-contrast images with darker blacks and more vibrant colors that can be easily viewed under any lighting condition. Another advantage is that the AMOLED display has a response rate that's 3,000 times faster than a TFT-LCD screen so your shot appears on the display almost instantaneously.

The AMOLED display is also extremely energy efficient. It only consumes 32mW, allowing you to maximize battery life and take more shots on a single charge. In addition, the display produces very little sound. While a standard TFT-LCD creates 22.2dB of noise from its panel and capacitor, the AMOLED produces a mere 19.4dB.



3.0" High resolution VGA AMOLED

-
- Clear picture of wide view
- Improved Color Reproduction
- 10000 : 1 Contrast ratio
-

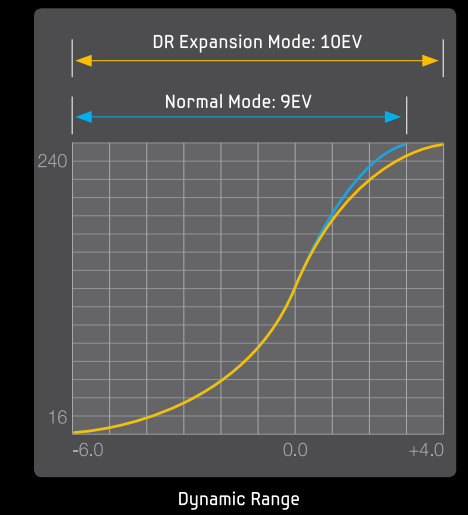
Free capturing by various angle of Rotating LCD



See more than ever before

Smart Range (High Dynamic Range) with DRIMeIII

Engineered from the ground up, the Smart Range (High Dynamic Range) feature is powered by Samsung's DRIMeIII imaging processor and enables the EX1 to see and then capture the vivid details of the bright and dark areas in the same image. So now the bright areas aren't oversaturated and dark ones appear as they would with the naked eye. What makes the DRIMeIII imaging processor so special is the Samsung proprietary algorithm it was developed with. Compared to conventional DSP sensors, it has twice the data transfer speed between memories. The DRIMeIII processor also greatly enhances picture quality with a compressed codec mode that loses minimal data, allowing for clear representation of fine details, such as a strand of hair, even under low-light conditions.



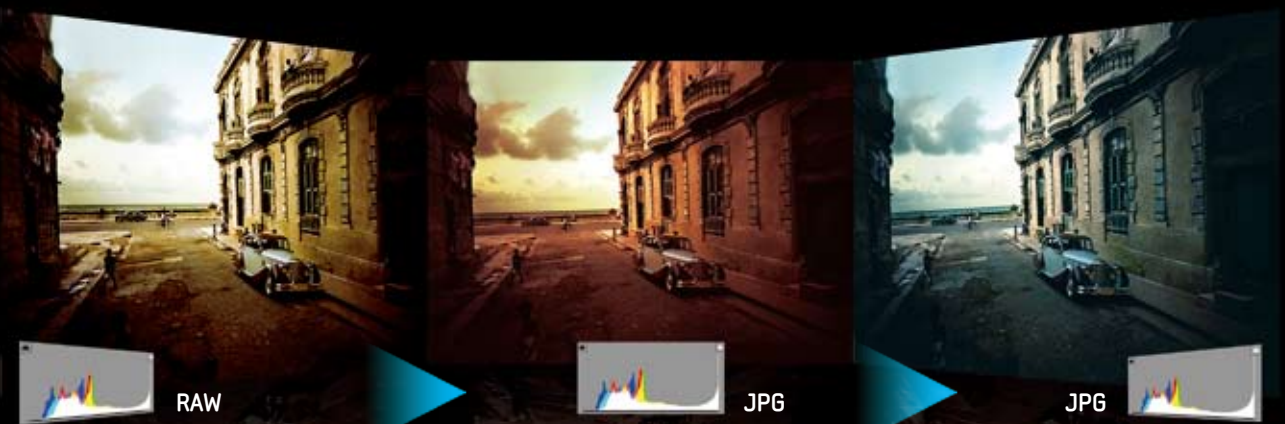
Under-exposure of dark areas
Over-exposure of bright areas

True creative freedom

Raw Image File Support

Raw image file format support, considered essential by professional and serious photographers, is one of the standard features with the Samsung EX1. Just like a negative when shooting with film, a raw image file is not directly usable as an image, but has all of the information needed to create an image. In addition, the raw digital image preserves most of the information of the captured image so you can save it with minimal data loss that's obtained through the highly sensitive 1/1.7 CCD image sensor.

So when shooting raw, no processing is done in the camera to the file. As a result, you have total control adjusting elements, such as sharpening or white balance, when processing a raw file during editing. In the end, you'll have a high-quality image that you can edit as much, or as little, as you want.



Everything at your fingertips

Professional Front Wheel Key & Dual Dial

Quickly access almost every key feature—focus, exposure values, ISO, white balance, and more—with the EX1's convenient Professional Front Wheel Key. Located around the base of the lens, the wheel is an intuitive way of gaining greater control over the camera's features so you don't have to take your eyes off the action while adjusting the settings. The Dual Dial located at the top of the EX1 complements the Front Wheel Key with even more access to the camera's features, such as Mode Change and Drive Mode, for quick and easy feature management. So with a quick flick of your thumb, you're guaranteed to get the results you're looking for.



Wheel key



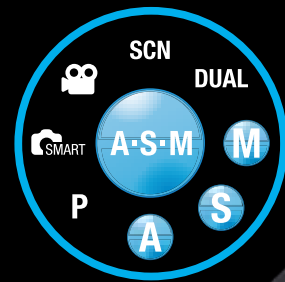
Dual Dial



Take full control

Full Manual

The EX1 was specifically designed for advanced users who want more out of their cameras. So it makes perfect sense that there's a powerful Full Manual shooting option built into the Dual Dial. When shooting in Full Manual, you have complete control over your photograph so that it comes out exactly the way you intended it to. In addition, the Aperture Priority and Shutter Priority settings allow you to experiment with features such as slower shutter speeds and depth of field. Now you can shoot with complete confidence knowing that fast-moving images or objects shot in low light will come out picture perfect every time. So unlike other conventional compact cameras, you are never at the mercy of Auto mode with the EX1. You have the ability to customize and express your creativity, while knowing you're getting the most out of your camera.



M

Full Manual



S

Shutter Speed Priority



A

Aperture Priority



Filtering creativity is a good thing

Smart Filter

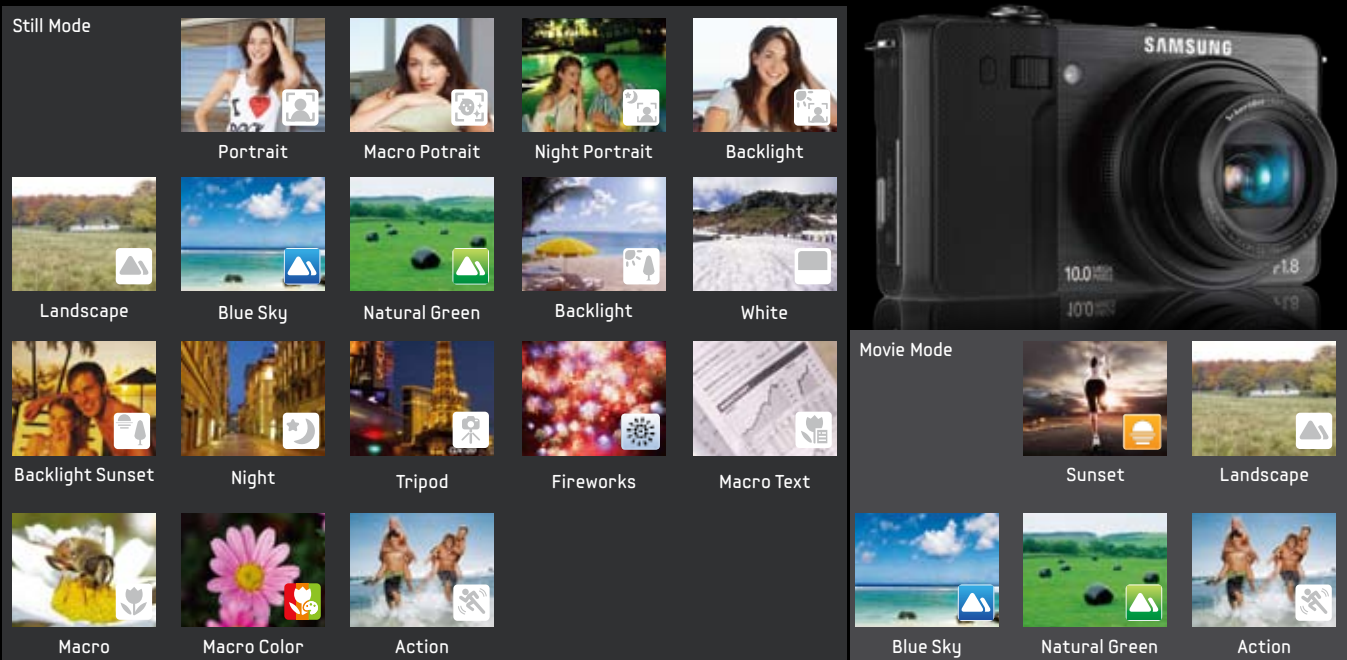
With the Smart Filter feature, you can expand to your artistic arsenal through a variety of lens effects to deliver the desired result to your still shots and videos. For example, the Miniature filter shrinks your subject, while the Vignetting filter delivers a strikingly strong compositional contrast. And our Fish-eye filter gives your stills and video an edgy look.



Smarter ideas for better photos

Smart Auto 2.0 (Still & Movie)

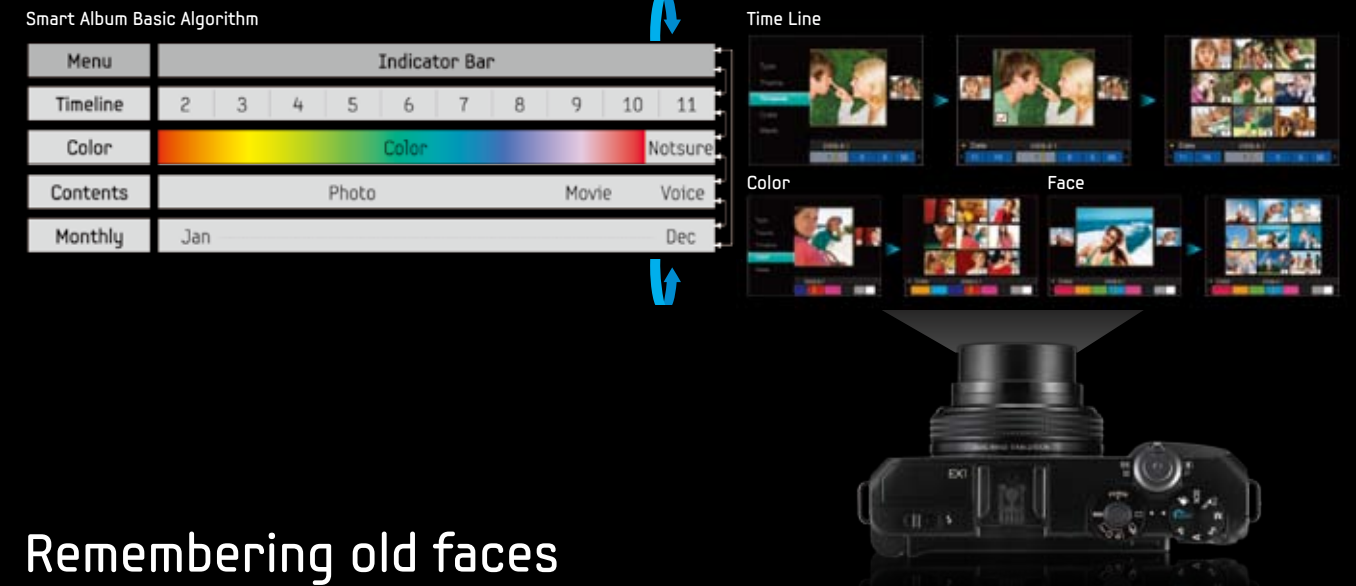
Make the most out of your photos with the Smart Auto feature. Smart Auto automatically analyzes the composition and then selects the scene mode that's the most appropriate for the situation. And with up to 17 optimized scenes to choose from, Smart Auto then combines that with the appropriate picture mode, which includes Portrait, Landscape, Night and Macro. With the Smart Auto feature you'll be guaranteed to capture professional-grade photos simply by pushing a button.



Simplify your life

Smart Album

With the convenient Smart Album feature, sorting and organizing your photos is a snap. It allows you to automatically organize your photos based on when they were taken, their content, color tones, and themes. Smart Album even allows you to browse through your photos by month or a timeline. To help simplify the browsing process, you can also search photos by type, like a portrait, couple, or group shot. Smart Album can also organize your photos based on the location they were shot or landscape. In addition, Smart Album can automatically sort your photos based on file type (photo, video, or voice/memo note).



Remembering old faces

Smart Face Recognition

With the built-in Dual Image Stabilizer, taking crisp, clear photos has never been easier with the EX1. The Dual IS system works by eliminating the blur caused by camera shake and delivers clear, crisp images every time, even under difficult lighting situations. By combining the sensor shift mechanisms of Optical Image Stabilization with the sophisticated algorithms of Digital Image Stabilization, the EX1's Dual IS delivers the very best quality images, eliminating blur while providing outstanding exposure control.



Now see your work in Full HD

HDMI with Anynet+

By combining Samsung's innovative Anynet+ technology with HDMI, the EX1 delivers a Full HD experience unlike any other compact camera. Anynet+ operates through HDMI cables and allows you to control any Samsung-compatible AV device through a single Samsung remote. So now you can enjoy all of the photos and videos shot with your EX1 on an HD TV.



The clear choice in image clarity

Dual Image Stabilizer

With the built-in Dual Image Stabilizer, taking crisp, clear photos has never been easier with the EX1. The Dual IS system works by eliminating the blur caused by camera shake and delivers clear, crisp images every time, even under difficult lighting situations. By combining the sensor shift mechanisms of Optical Image Stabilization with the sophisticated algorithms of Digital Image Stabilization, the EX1's Dual IS delivers the very best quality images, eliminating blur while providing outstanding exposure control.



Express your creative side

Photo Style Selector

Have fun with your photos by enjoying the creative freedom of the Photo Style Selector feature. Whether it's a simple snapshot or framing an artful pose, creating a lasting memory has never been easier. Select from a wide variety of optimized advanced photo effects and then preview the results on the AMOLED display. So now you can see a sample of what it will look like before going head with the shot.



Portraits have never been easier

Perfect Portrait System

Make the most out of your portrait shots with the EX1's Perfect Portrait System. It includes all of the key features you'll need to take the perfect portrait. For example, Face Detection allows your camera to automatically adjust focus and exposure by detecting the person's face prior to the shot. The Self Portrait feature allows you to take perfect pictures of yourself on the first try. The convenient Red-eye Fix feature eliminates the "redeye" effect so that you don't have to remove it later. Plus, the Beauty Shot enables you to retouch a subject's face, leaving their skin beautiful and flawless.



Samsung EX1

Product Information



Get the most out of your EX1



System Development



EX1 Noble Black

EX1 Titan Silver



Specifications

Image Sensor	Type	1/1.7" (Approx. 1.09cm) High Sensitive CCD	Movie Clip	Effect	Photo Style Selector : Normal, Soft, Vivid, Forest, Retro, Cool, Calm, Classic, Negative, Custom RGB
	Effective Pixel	Approx. 10 Mega pixel		Movie Editing	Pause during recording, Still Image Capture, Time Trimming
	Total Pixel	Approx. 10 Mega pixel		Storage	Media
Lens	Focal Length	24-72mm, 3x Compact Lens, Lens cap, Wide Converter	File format	Still Image	JPEG, DCF, EXIF 2.21, DPOF 1.1,PictBridge 1.0
	F No.	1.8-2.4		Image Size	10M : 3648 x 2736 pixels, 7MW : 3648 x2052 pixels, 8M : 3264x2448 pixels, 5M : 2592x1944 pixels, 3M : 2048x1536 pixels, 2MW : 1920x1080 pixels, 1M : 1024x768 pixels
	Digital Zoom	Still Image mode : 1.0X ~ 3.0X Play mode : 1.0X ~ 12.5X (depends on image size)			
Image Stabilization	Type	Dual IS (OIS + DIS) OIS (Optical Image Stabilization,3 stop) DIS (Digital Image Stabilization)	Interface	Digital Output Connector	USB 2.0
Display	Type	AMOLED	Audio	Microphone : Stereo(TBD), Internal Speaker : Mono	
	Size	3.0" (7.62cm), VGA, Rotating	Video output	AV : NTSC, PAL (user selectable) HDMI 1.3a : NTSC, PAL (user selectable), (HDMI Type D)	
Viewfinder	Type	N/A	DC power input connector	20pin	
Focusing	Type	TTL Auto Focus (Center AF, Multi AF, Selection AF, Manual Focus)	Power Supply	Power Source	Rechargeable battery : 11A (3.6V, 1130mA) Connector Type : 20pin, Adaptor : SAC-48, USB/ Charging Cable : CB20U05A, AV Cable : SCC-AV20
	Range	Normal : 40cm ~ Infinity (Wide), 80cm ~ Infinity (Tele) Macro : 1cm~40cm (Wide), 50cm ~ 80cm (Tele) Auto Macro : 5cm~Infinity (Wide), 50cm~ Infinity (Tele) Manual : 1cm ~ Infinity (Wide), 50cm ~ Infinity (Tele)	Physical Specification	Dimensions (WxHxD)	TBD
	Shutter	Speed		Auto : 1/8 ~ 1/1,500 sec., Program : 1 ~ 1/1,500 sec., Manual Mode : 16 ~ 1/1,500 sec. Night : 8 ~ 1/1,500 sec., Fireworks : 4 sec.	
Exposure	Control	Program AE, Shutter Priority AE, Aperture Priority AE, Manual Aperture Adjustment (above 8 steps)		Multimedia	MP3
	Metering	Multi, Spot, Center-weighted	Function	PMP	N/A
	Compensation	±2EV (1/3EV steps)	Text Viewer	N/A	
Flash	Modes	Auto, Auto & Red-eye reduction, Fill-in flash, Slow sync, Flash Off, Red-eye fix, Manual	World Tour Guide	N/A	
	Range	Wide : 0.3m ~ 5.2m, Tele : 0.5m ~ 2.5m (ISO AUTO) Flash EVC : ±1EV (1/2 steps)	Additional Function	N/A	
	Recharging Time	Approx. 5 sec.	Special Feature	<ul style="list-style-type: none"> Ultra wide Angle 24mm 3x + OIS [Barrel: NEW] 10M 1/1.7" High Sensitivity CCD 3.0" VGA AMOLED (Rotating) Dual Image Stabilization (Optical:3stop + Digital IS) Smart Control Dial <ul style="list-style-type: none"> Full Manual Mode (A/S/M) WB Fine-tuning, Color Temperature Selection AF, Manual Focus, Quick Playback (TBD) Control Dial <ul style="list-style-type: none"> 1:1 Aspect Ratio Image Size (8M only) 5way keys + Wheel New DRIMell embedded Ultra Fast Capturing Experience <ul style="list-style-type: none"> advance Sleep mode 480P@30fps H.264 Movie <ul style="list-style-type: none"> Stereo Mic(TBD) - Zoom, AF while movie recording (Movie capture button) Support Raw file format (NX Compatible) Built in HDMI Type D with Anyret+ (CEC) + 20Pin Connector Flash Manual Adjustment(Timing, Light Quantity) Smart Auto (Still & Movie) Perfect Portrait System <ul style="list-style-type: none"> Face Recog, Face Det, Beauty Shot, Blink/Smile/Red eye ISO3200 (Full Size) Continuous shut : 5 times 	
Sharpness	5 steps	Still Image	Shooting	(Mode Dial : Smart Auto, Program, Aperture Priority, Manual, Shutter Priority, Dual IS, Scene, Movie) Scene: Beauty Shot, Frame Guide, Night, Portrait, Children, Landscape, Close-up, Text, Sunset, Dawn, Backlight, Firework, Beach & Snow(TBD) Movie capture button Self timer : Off, 10 sec., 2 sec., Double(10 sec., 2 sec.), Motion Timer, Remote Controller	
White Balance	Auto WB, Daylight, Cloudy, Fluorescent_H, Fluorescent_L, Tungsten, Custom, K	Effect	Photo Style Selector : Normal, Soft, Vivid, Forest, Retro, Cool, Calm, Classic, Negative, Custom RGB		
Still Image	Shooting	(Mode Dial : Smart Auto, Program, Aperture Priority, Manual, Shutter Priority, Dual IS, Scene, Movie) Scene: Beauty Shot, Frame Guide, Night, Portrait, Children, Landscape, Close-up, Text, Sunset, Dawn, Backlight, Firework, Beach & Snow(TBD) Movie capture button Self timer : Off, 10 sec., 2 sec., Double(10 sec., 2 sec.), Motion Timer, Remote Controller	Edit	Resize, Rotate, Photo Style Selector, Image Adjust Photo Style Selector : Normal, Soft, Vivid, Forest, Retro, Cool, Calm, Classic, Negative, Custom RGB Image Adjust : Off, ACB, Red-eye Fix, Face Retouch, Brightness, Contrast, Saturation, Add Noise*	
	Effect	Photo Style Selector : Normal, Soft, Vivid, Forest, Retro, Cool, Calm, Classic, Negative, Custom RGB	Image Play	Single image, Thumbnails, Multi Slide show, Movie Clip, Smart Album	
	Edit	Resize, Rotate, Photo Style Selector, Image Adjust Photo Style Selector : Normal, Soft, Vivid, Forest, Retro, Cool, Calm, Classic, Negative, Custom RGB Image Adjust : Off, ACB, Red-eye Fix, Face Retouch, Brightness, Contrast, Saturation, Add Noise*	Voice Recording	Voice Recording (max. 10 hours) Voice Memo in Still Image (max. 10 sec.) With Stereo Recording	
Image Play	Single image, Thumbnails, Multi Slide show, Movie Clip, Smart Album	Date Imprinting	DD/MM/YY		
Voice Recording	Voice Recording (max. 10 hours) Voice Memo in Still Image (max. 10 sec.) With Stereo Recording	Movie Clip	Feature	Movie Size : 640x480 30fps, 320x240, Format : H.264 (Max. Recording time : 20min.) Mono recording with volume control(Zooming) Voice(On/Off), OIS(On/Off) Movie capture button*	

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