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PENTAX X70
An all-purpose digital compact camera
featuring a high-magnification optical 24X zoom lens

Major Features   Specifications

HOYA CORPORATION PENTAX Imaging Systems Division is pleased to announce the launch of the PENTAX X70 digital compact camera. Featuring a high-magnification optical 24-times zoom lens with a wide-angle to super-telephoto coverage, and sporting a highly portable, compact, lightweight body, this new all-purpose model performs superbly and effortlessly in a great variety of photographic situations — from casual day-to-day snapshots to travel and sports photography.

♦ **PENTAX X70** [⇒ Product Image   ]

Major Features

1. **Versatile optical 24X zoom lens to accommodate a range of subjects**

   Within its compact, lightweight body, the X70 features a high-magnification optical 24-times zoom lens offering a focal-length coverage between 26mm wide angle to 624mm super telephoto (in the 35mm format). Coupled with the Intelligent Zoom function, the X70's zoom range can be extended to approximately 150 times (for a focal length of an astonishing approximately 3900mm in the 35mm format) without compromising the optical performance of the zoom lens.

2. **Reliable shake-reduction system for sharp, blur-free images**

   The X70 incorporates image-sensor-shift-type SR (Shake Reduction) system to assure sharply focused, blur-free images even under demanding photographic conditions prone to camera shake, such as when using a telephoto lens or when shooting a sunset or indoor scene using only incident light. By accurately detecting the amount of camera shake using a high-performance gyro sensor and shifting the CCD image sensor vertically and horizontally at high speed, the X70 offers an outstanding camera-shake compensation effect, equivalent to approximately three shutter steps.

3. **High-speed continuous shooting to capture the decisive moment**

   The X70 lets the photographer capture the subject continuously at a maximum speed of approximately 11 images per second, and up to 21 images in succession.* Coupled with the Auto-Tracking AF mode that keeps a fast-moving subject in focus all the time, the X70 captures once-in-a-lifetime,

decisive moments in sharp focus, even when the subject is an active child or unpredictable pet.

* When the continuous-shooting mode is selected, the image size is fixed at 5M (2592 x 1944 pixels).

4. **High image quality**

Thanks to the combination of approximately 12.0 megapixels, a high-performance imaging engine, and the high-quality PENTAX zoom lens, the X70 delivers super-clear, high-quality images. It even allows the photographer to choose the preferred finishing touch — Bright, Natural or Monochrome.

5. **Movie shooting in high-definition TV image quality and with anti-shake protection**

The X70 captures high-quality movie clips, equivalent in image quality to that of high-definition TV (1280 x 720 pixels). It also features the Movie SR mode,*** which effectively minimizes annoying camera shake during movie shooting through the use of exclusive software. As a result, the photographer enjoys high-quality, blur-free movie shooting with minimal effort.

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

6. **Multi-mode exposure system to accommodate different applications**

The X70 offers a choice of four exposure modes: Programmed AE, in which the camera automatically selects the optimal combination of aperture and shutter speed for a given subject; and Aperture-Priority AE, Shutter-Priority AE and Metered Manual modes, in which photographers are free to select either or both aperture and shutter speed to express their creative intentions and personal touches.

7. **Auto Picture mode for the automatic selection of seven different shooting modes**

The X70 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 and Standard modes), but also features an auto macro mode, which automatically switches the camera's focus range to macro in close-range applications.

8. **Super-fast Face Recognition AF&AE function to capture up to 32 faces in focus in approx. 0.03 seconds**

The X70's Face Recognition AF&AE function comes 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 X70 also offers other user-friendly functions: a Smile Capture function that automatically releases the shutter the instant it detects the subject's smile; and a Blinking Detection function that warns the photographer when the subject's eyes close at the time of shutter release.

9. **Auto sensitivity control, up to a super-high ISO 6400**

The X70 comes equipped with an auto sensitivity control function, which automatically shifts the sensitivity level in relation to the subject's lighting condition and the lens focal-length setting. This allows the photographer to use a high shutter speed in dimly lit locations, such as night scenes or indoor sports events, to effectively minimize camera shake and subject shake. The auto sensitivity control range can be set randomly between ISO 50 and super-high ISO 6400.

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

Despite its compact dimensions, the X70 features a large 2.7-inch high-brightness color LCD monitor with approximately 230,000 dots. Thanks to the AR (Anti-Reflection) coating, sunlight reflections are held to a minimum for comfortable outdoor viewing. The X70 also comes with an electronic viewfinder, which comes handy when shooting against intense backlight or when the photographer needs firmer grip of the camera.

11. **Other features**

    I. Choice of image format, from proportions of 4:3, 3:2, 16:9 or 1:1

    II. Shooting mode palette for easy selection of the most appropriate shooting mode from 20 different shooting modes, including a new Baby mode programmed to capture the healthy, lively face of a baby

    III. Overexposure compensation function to prevent white-washed highlight areas

    IV. 1cm Macro mode can be used as close as one centimeter away from a subject for stunning close-up shots

    V. Digital Wide function to composite one extra-wide-angle image (equivalent to an image taken with an approx. 20mm lens in 35mm format) from two images

    VI. World-time clock to display standard time in 75 cities in 28 time zones around the world, for an extra convenience on the road

    VII. Frame Composite function (with 90 frames stored in the camera) to shoot or compose images with decorative photo frames

    VIII. Approx. 33.6MB built-in memory

    IX. Red-eye reduction function to correct annoying red eyes in recorded images during playback

Specifications

Number of Effective pixels	approx. 12 megapixels

Image Sensor		1/2.33" CCD
Number of Recorded pixels	**Still**	12M, 3:2, 16:9, 1:1, 7M, 5M, 3M, 1024, 640
	Movie	1280, 848, 640, 320
Sensitivity (Standard Output Sensitivity)		Auto, Fixed (ISO 50 - 6400)
Motion Blur Reduction	**Still**	CCD-Shift-Type (SR : Shake Reduction) Hi-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. 33.6MB), SD/SDHC Memory Card
White Balance		Auto, Daylight, Shade, Tungsten light, Fluorescent light (W, D, N), Manual setting
Lens		PENTAX zoom lens, 14 elements in 11 groups (4 aspherical elements, 3 ED elements)
	Focal Length	4.6 - 110.4mm (approx. 26 - 624mm in 35mm format)
	Aperture	F2.8 (W) - F5.0 (T)
Zoom	**Optiocal Zoom**	24X
	Digital Zoom	approx. 6.25X
	Intelligent Zoom	approx. 31.3X at 7M, approx. 150X at 640 (including optical zoom)
Display		2.7"LCD , approx. 230K dots, AR coating
Viewfinder		Electronic Viewfinder, approx. 200K dots
Focus	**Type**	9-point AF, Spot AF, Auto tracking AF
	Focus Range (From lense face)	Standard: 0.4m - Infinity (at wide setting), 1.7m - Infinity (at tele setting), 1.31 ft. - Infinity (at wide setting), 5.6 ft. - Infinity (at tele setting) Macro: 0.1 - 0.5m (middle zoom position), 0.33 - 1.64 ft. (middle zoom position) 1cm Macro: 0.01 - 0.3m (middle zoom position), 0.03 - 0.98 ft. (middle zoom position) Infinity-landscape, Manual Focus, AF Point switching: available
Exposure Control	**Metering System**	Multi-segment metering, Center-weighted metering, Spot metering
	Exposure Compensation	±2EV (1/3EV steps)
Scene mode		Auto Picture, Sport, Digital SR, Movie, USER, Manual, Aperture Priority, Shutter Priority, Program, SCN(Landscape, Flower, Portrait, Backlight, Half-length Portrait, Night Scene, Night Scene Portrait, Stage Lighting, Surf & Snow, Baby, Kids, Pet, Food, Fireworks, Frame Composite, Party, Museum, Sunset, Digital Wide, Digital Panorama), Green
Playback modes		Slideshow, Digital Filter(Color Filter(11 kinds), Soft Filter, Fisheye Filter, Brightness Filter), Frame Composite, Resize, Cropping, Image/Sound Copy, Image Rotation, Movie Edit, Red-eye Compensation, Voice Memo, Protect, DPOF, Image Recovery, Start-up Screen, Face close-up playback
Shutter Speed		1/4000 - 1/4 sec. 4 sec at most (Tv, Av, M, Night Scene mode setting)
Built-in flash	**Modes**	Flash-on and Flash-off modes. "Red-eye" reduction function employs a pre-discharge. Low-speed synchro, Low-speed synchro + Red-eye
	Flash Range	Wide: approx. 0.2 - 9.1m (ISO Auto), approx. 0.66 - 29.9 ft. (ISO Auto) Tele: approx. 1.7 - 5.1m (ISO Auto), approx. 5.6 - 16.7 ft. (ISO Auto)
Drive Modes		One shot, Continuous Shooting (L/M/H), Self-timer, 2 sec Self-timer, Interval Shooting, Auto Bracket
Power Source		Rechargeable D-LI92 lithium-ion battery, Optional AC adapter kit is also available

Battery life		Still*: Approx. 170 shots (Rechargeable Lithium-ion battery) Playback**: Approx. 200 min. (Rechargeable Lithium-ion battery)
Interfaces		USB2.0 (Hi-Speed), AV terminal, DC Input terminal
Dimensions		approx. 110.5 (W) × 82.5 (H) × 89.5 (D)mm (excluding the operation parts and protrusion.) approx. 4.4 (W) × 3.2 (H) × 3.9 (D) inches (excluding the operation parts and protrusion.)
Weight	**Body**	approx. 390g (without battery and SD memory card) approx. 13.8 oz.
	With battery & SD card	approx. 410g (loaded and ready) approx. 14.5 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 Storage capacity]

Still		Built-in Memory *	512MB	1GB	2GB	4GB
12M (4000x3000)	★★★	7	107	214	435	855
	★★	14	209	419	853	1675
	★	22	321	643	1307	2567
3:2 (4000x2672)	★★★	8	114	229	465	914
	★★	16	228	458	931	1828
	★	24	343	687	1397	2742
16:9 (4000x2256)	★★★	9	126	254	516	1014
	★★	18	253	508	1024	2011
	★	26	368	737	1499	2943
1:1 (2992x2992)	★★★	9	126	254	516	1014
	★★	18	253	508	1024	2011
	★	26	368	737	1499	2943
7M (3072x2304)	★★★	11	160	321	653	1283
	★★	21	299	598	1205	2366
	★	28	397	795	1617	3175
5M (2592x1944)	★★★	13	192	385	778	1527
	★★	26	368	737	1499	2943
	★	37	530	1060	2119	4161
3M (2048x1536)	★★★	21	299	598	1205	2366
	★★	42	592	1185	2364	4641
	★	61	863	1727	3415	6703
1024 (1024x768)	★★★	74	1042	2084	4098	8044
	★★	126	1777	3556	6830	13407
	★	165	2324	4650	8782	17238
640 (640x480)	★★★	153	2158	4318	8782	17238
	★★	239	3357	6717	12294	24133
	★	268	3777	7557	15368	30167

Movie		Built-in Memory *	512MB	1GB	2GB	4GB
1280(1280x720) (hh:mm:ss)	15fps	0:00:32	0:07:31	0:15:02	0:30:08	0:59:09
848(848x480) (hh:mm:ss)	30fps	0:00:22	0:05:18	0:10:36	0:21:20	0:41:53
640(640x480) (hh:mm:ss)	30fps	0:00:32	0:07:31	0:15:02	0:30:08	0:59:09
	15fps	0:01:03	0:14:48	0:29:38	1:00:16	1:58:18
320(320x240) (hh:mm:ss)	30fps	0:00:51	0:11:59	0:23:59	0:48:47	1:35:46
	15fps	0:01:37	0:22:53	0:45:48	1:33:08	3:02:49

*Approx. 33.6MB
The maximum file size is 2GB for movie.

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