



24X With Digital Zoom



51.2mm with 3X Digital Zoom (960mm)
The numbers in the brackets show the focal length of a 35mm camera.

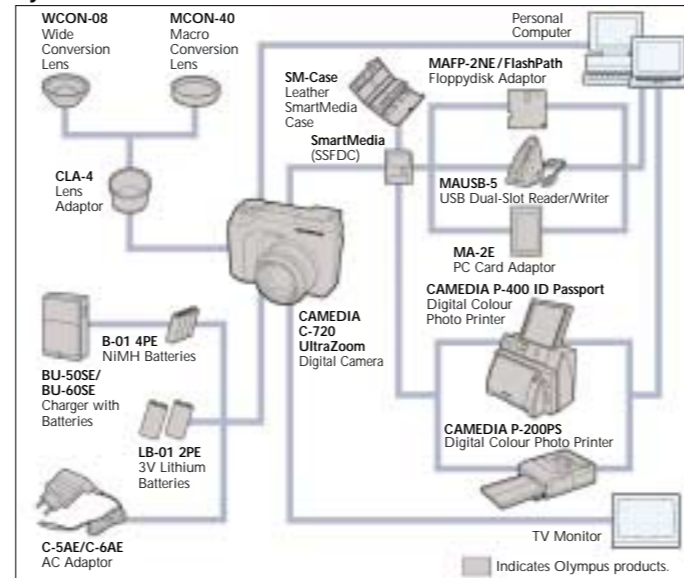
8X Optical Zoom

8X Optical Zoom & 24X Zoom With Digital Zoom

The CAMELIA C-720 Ultra Zoom's unbelievably compact body features an F2.8 - 3.4, 8X optical zoom lens with a focal range of 6.4 - 51.2mm*. You can shoot wide landscapes, subjects you can't get physically close to, and much more, breaking down the barriers to your creativity. Plus, with 3X Digital Zoom, you can enjoy breathtaking 24X super-telephoto shooting**.

* Equivalent to 40 - 320mm on a 35mm camera.
** Equivalent to 960mm on a 35mm camera.
Images may be grainy in Digital Zoom.

System Chart



Optional Accessories

- 3V (3.3V) SmartMedia/Standard Card**
Compact and removable memory card for storage convenience that also lets you make panorama pictures with the provided utility software. 8MB (M-8PE), 16MB (M-16PIE), 32MB (M-32PIE), 64MB (M-64PIE), 128MB (M-128PIE)
- WCON-08 Wide Conversion Lens**
Shortens the focal length by 0.8 times.
- CLA-4 Lens Adaptor**
Required for attaching WCON-08 or MCON-40 to the camera.
- BU-50SE (Quick Charge)/BU-60SE Charger with Batteries**
Battery charger with 4 rechargeable nickel metal-hydride batteries.
- LB-01 2PE 3V Lithium Batteries**
2 powerful, long-life batteries for taking an extended number of shots.
- MAUSB-5* USB Dual-Slot Reader/Writer**
For quick handling of pictures captured by digital cameras.
* Available in the summer of 2002.
- SM-Case Leather Case**
Holds 8 SmartMedia cards.
- MCON-40 Macro Conversion Lens**
Enables close-ups of an area as small as 33mm x 25mm.
- C-5AE/C-6AE AC Adaptor**
For extended use of the camera.
- B-01 4PE NIMH Batteries**
4 rechargeable nickel metal-hydride batteries.
- MAFP-2NE/FlashPath Floppydisk Adaptor**
For easy reading of data in a SmartMedia on a computer with a 3.5" FDD.
- MA-2E PC Card Adaptor**
For quick reading of data in a SmartMedia on a computer with a PC card slot.

Olympus CAMELIA Master Pro Software



CAMELIA Master Pro

The easy-to-use Software which accompanies your digital photography experience:

- Browse your images, create slideshows, convert slideshows to screensaver or movies, create HTML albums, edit your movies, rotate movies...
- All this and more with a user interface that minimizes mistakes.
- For Windows and Macintosh

→ If you already own CAMELIA Master 4.0 (delivered with every CAMELIA digital camera), upgrade your copy of CAMELIA Master online at <http://www.camedia-shop.com>.



CAMELIA C-720 UltraZoom Digital Camera Specifications

Recording system	Still image : TIFF/PEG with DCF (Design rule for Camera File system) and DPOF (Digital Print Order Format) support. Motion JPEG image : QuickTime Motion JPEG support.
Memory	3V (3.3V) SmartMedia 4MB, 8MB, 16MB, 32MB, 64MB, 128MB.
No. of effective pixels	3.0 megapixels.
Image pickup element	1/2.5 inch CCD solid-state image pickup device, total 3.3 megapixels.
Recording image sizes & approx. no. of storable frames (When using a 16MB SmartMedia)	1984 x 1488 pixels — TIFF (non-compressed): 1 shot, SHQ (Super High Quality): 7 shots, HQ (High Quality): 21 shots 1600 x 1200 pixels — SQ-1 (Standard Quality): 24 shots 1280 x 960 pixels — SQ-2: 26 shots 1024 x 768 pixels — SQ-2: 39 shots 640 x 480 pixels — SQ-2: 99 shots.
Lens	Olympus lens 6.4 - 51.2mm, F2.8 - 3.4, 10 elements in 7 groups (equivalent to 40 - 320mm on a 35mm camera)*.
Digital Zoom mode	1 - 3X (up to 24X with 8X optical zoom)*.
Photometric system	Digital ESP light metering, Spot light metering.
Sensitivity	Auto, and settings equivalent to approx. ISO 100, 200, 400.
Exposure control	Programmed auto, Aperture-priority and Shutter-priority exposure modes Aperture-priority : Wide : F2.8 - 7.1/Tele : F3.4 - 7.1 Shutter-priority : 1/2 - 1/1,000 sec. (used with mechanical shutter) Manual exposure mode : 8 - 1/1,000 sec. Scene Programs : Portrait, Sports, Landscape Portrait, Night-Scene AE lock : available except with Scene Programs and Manual Motion JPEG Image mode : 1/30 - 1/8,000 sec.
Focusing	TTL system autofocus Normal mode : 0.6m - ∞ (Wide), 2.0m - ∞ (Tele), Macro mode : 0.1m - 0.6m (Wide), 1.0m - 2.0m (Tele).
White balance	iESP full auto TTL, Preset (daylight, overcast, tungsten, fluorescent light).
Sequence mode	Up to 5 pictures can be taken in sequence at 1.2 frames per second (when in HQ mode).
Motion JPEG image recording	Approx. 16 sec. 320 x 240 pixels (HQ mode), 70 sec. 160 x 120 pixels (SQ mode). (When using an 8MB or more SmartMedia)
Image editing	Resize, Black & White, Sepia.
Viewfinder	1.2cm TFT colour EVF.
LCD monitor	3.8cm low-temperature polysilicon TFT colour LCD display, approx. 114,000 pixels.
Charging time for flash	Approx. 7 sec. (at normal temperature with new batteries).
Flash working range	Wide : Approx. 0.1 - 5.5m / Tele : Approx. 1.0 - 4.5m (ISO100).
Flash modes	Auto (automatic flash activation in low light and backlight), Red-Eye Reducing, Off (no flash), Fill-In (forced activation), Slow Synchronisation, Slow Synchronisation + Red-Eye Reducing Flash intensity control : available in 1/3EV stops within ±2EV.
Selftimer	Electronic Selftimer with 12-sec. delay.
Outer connectors	DC-IN jack, USB connector (Storage-Class), Video output connector.
Calendar system	Up to 2099, recorded with picture data simultaneously.
Power supply	Two CR-V3 lithium battery packs/Olympus LB-01 2PE, or four AA (R6) NIMH batteries, NiCd batteries, Alkaline manganese batteries or lithium batteries. (Zinc-carbon batteries cannot be used.) Optional AC Adaptor.
Dimensions	107.5 (W) x 76 (H) x 77.5 (D) mm (excluding protruding parts).
Weight	315g (without batteries/card).

* Using a tripod is recommended during super-telephoto shooting.
• QuickTime is a trademark of Apple Computer, Inc.
• All other company and product names are registered trademarks and/or trademarks of their respective owners.
• The pictures (shown in this catalogue) of the LCD and PC monitors are simulated.
• Specifications and appearances are subject to change without any notice or obligation on the part of the manufacturer.

OLYMPUS
THE VISIBLE DIFFERENCE

Zoom Digital Compact Camera

CAMELIA
C-720 Ultra Zoom

NEW

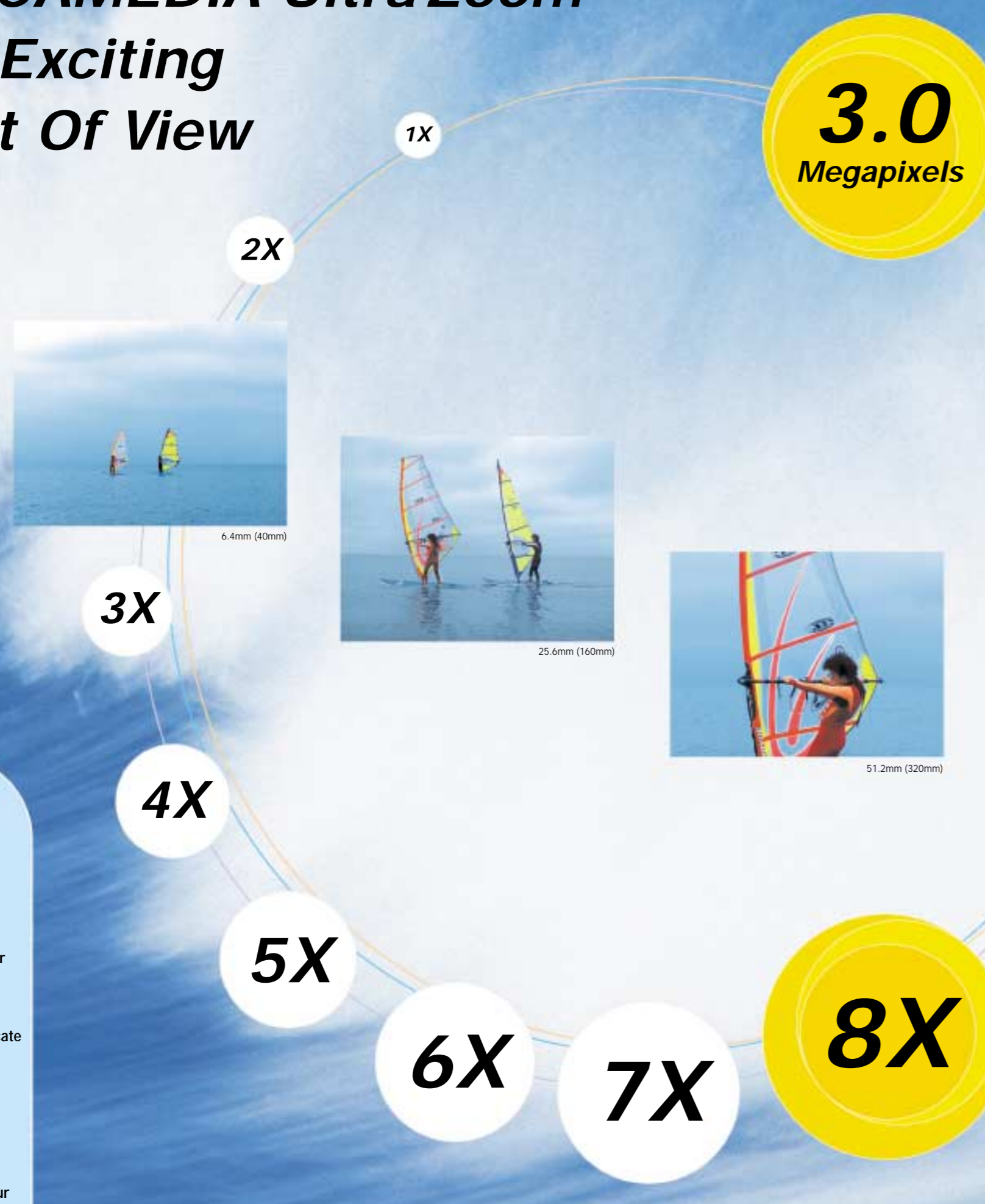
You will see more with

ULTRA ZOOM



Olympus CAMEDIA Ultra Zoom – Enjoy An Exciting New Point Of View

When you look through the CAMEDIA C-720 Ultra Zoom, you look at the world in a whole new light. The 8X optical zoom, expandable to 24X with Digital Zoom, brings life closer than ever. The dynamic 3.0 megapixels and bright F2.8 ~ 3.4 lens capture intricate details with fabulous clarity. Plus, the easy-to-use settings and compact body are just right for any situation. The C-720 Ultra Zoom lets you open your eyes as never before.



3.0
Megapixels



Image Taken with the CAMEDIA C-720 Ultra Zoom (f3.2, 1/60 sec., 1984x1488 pixels/SHQ)

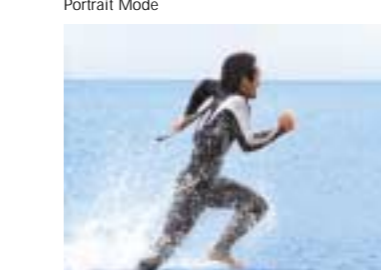
3.0 Megapixel Image Quality
The pure strength of 3.0 effective megapixels lets you photograph pristine pictures with incredible sharpness. Image size can be selected from 1984x1488 pixels to 640x480 pixels.

24X with Digital Zoom

8X Optical Zoom



A Variety Of Exposure Modes
Program AE, Aperture-Priority AE, Shutter-Priority AE, and Manual exposure are available. Scene-Program modes such as Portrait, Sports, Landscape Portrait, or Night-Scene select optimum aperture and shutter speeds. AE lock is also possible.

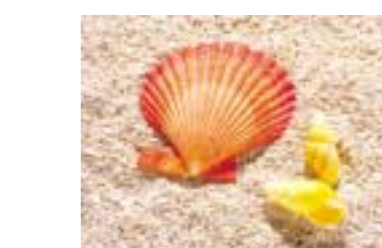


Motion JPEG Image Recording
With an 8MB or more SmartMedia card, movie recording for approx. 16 seconds in HQ mode (320x240 pixels) or 70 seconds in SQ mode (160x120 pixels) is possible.

My Mode
You can save your favorite settings by using My Mode on the Mode Dial, making it easier to take photographs the way you like.

- P/A/S/M
- My Mode
- Motion JPEG
- Portrait Mode
- Sports Mode
- Landscape Portrait Mode
- AUTO
- Night Scene Mode

Exposure Compensation & Auto Bracketing
±2EV exposure compensation in 1/3 stops is possible. With Auto Exposure Bracketing, images can be taken continuously with 3 or 5 different exposures in ±1/3, ±2/3, or ±1EV, within ±2EV.



Auto & Preset White Balance
IESP (Intelligent Electro-Selective Pattern) auto white balance setting enables shooting with the appropriate white balance. Preset lets you set the white balance for daylight, overcast, tungsten, or fluorescent light.



Accurate Focusing
The highly accurate Olympus original TTL contrast detection autofocus captures subjects clearly and sharply. Autofocus lock is also available.

2 Light Metering Systems
Digital ESP (Electro-Selective Pattern) light metering sets the appropriate exposure, even under difficult lighting conditions. Spot light metering lets you make precision exposure wherever you need.

Several Flash Modes
The Intelligent Variable-Power Flash is built-in, with Auto, Red-Eye Reducing, Fill-In, and Flash Off modes. Slow-Synchronisation is possible, solely or in combination with the Red-Eye Reducing mode. Flash intensity control is also available.

USB AutoConnect
Simply connect the included USB cable from the camera to your PC, then download your images. You can also transfer images using the optional FlashPath, USB Dual-Slot Reader/Writer, or PC card adaptor.

And more ...

- Macro Mode
- Auto & Preset Sensitivity Settings (ISO 100, 200, 400)
- Sharpness & Contrast Settings
- Image Editing: Resize, Sepia, Black&White
- Viewfinder & LCD Monitor
- Ultra-Slim SmartMedia Cards
- Video Out

All the sample shots in this catalogue were taken with the CAMEDIA C-720 Ultra Zoom.