

Subject: Olympus Announces the New CAMEDIA C-4040 ZOOM 4 Megapixel Digital Camera!!!

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For images of the C-4040, click or copy & paste this link: <http://www.thomas-pr.com/136/photos/4040.html>.

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**OLYMPUS ANNOUNCES THE NEW CAMEDIA C-4040 ZOOM
4 MEGAPIXEL DIGITAL CAMERA**

**Features Latest CCD, Super Bright Lens and Noise Reduction Technology
for High Quality Digital Photos up to 16" x 20"**

June 20, 2001, Melville, NY — Olympus America, Inc., the world leader in film and filmless photography, today announced the **CAMEDIA C-4040 ZOOM**. Establishing a new high-end category for Olympus C-Series cameras, the C-4040 ZOOM builds on the foundation of Olympus's award winning C-Series digital cameras while incorporating exciting new features. The C-4040 ZOOM offers a 4 Megapixel CCD, a super-bright F1.8 high-performance 3X zoom lens, plus the latest in Olympus image quality and noise reduction technologies to deliver crisp high-quality prints as large as 16" x 20".

The C-4040 is the perfect digital camera for photographers desiring extensive image control capabilities combined with ease of use for creative and artistic applications. Professional photographers will also find the C-4040 ZOOM to be a versatile yet compact solution providing the image quality and output sizes required for magazine and newspaper publication.

Its high-performance 3X zoom lens offers a large aperture that opens to a maximum F1.8 aperture setting for low light photography. Combined with its extended flash working range, the C-4040 ZOOM is a great camera for any low-light shooting situation. Simple to use, the C-4040 ZOOM also features Olympus's USB Auto-Connect capabilities for fast and worry-free downloading without the need for any additional software or drivers.

Similar in design to other Olympus C-Series models, the C-4040 ZOOM has an elegant all-black finish and rich ornamental parts that complement new ergonomic controls, including a rubberized lens barrel and grip. The C-4040 ZOOM also retains many popular features found in the C-Series, such as Auto and Manual White Balance, multiple exposure settings to compensate for different lighting conditions, a two-frame-per-second Burst Mode, QuickTime Movie, black and white and sepia shooting modes, Auto Exposure Bracketing (AEB), and several compression settings.

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New Features of the C-4040 ZOOM include:

- **Noise Reduction System –** The noise reduction system allows for +/- 5-step sharpness and contrast control for clearer, more precise images. The camera compares similar images and uses that information to minimize background noise in pictures, even during long exposures or in low light conditions
- **Super Bright Lens –** From wide-angle to telephoto settings, the new super-bright 7.1 - 21.3mm 3X zoom lens (35-105mm equivalent in 35mm photography) captures images with unrivaled precision. The 3X optical zoom also allows offers a seamless 7.5X digital zoom to get even closer to the action. The lens permits users to take shallower depth of field images for greater portrait photo opportunities and more freedom in low-light situations.
- **Optimum Image Enlargement Mode -** Enlarges images up to 3200 x 2400 pixels in SHQ or HQ mode. The C-4040 ZOOM uses a bicubic algorithm and a new high-speed ASIC chip to maximize image quality and processing speed to create sharp, crisp pictures as large as 16" x 20".
- **Superior Image Quality –** A 4.1 megapixel CCD and advanced imaging technology create exceptionally sharp, crisp high-resolution pictures.
- **User Friendly Interface –** A streamlined menu with user-selectable shortcut menus and custom buttons make the camera easy to navigate and program.
- **USB Auto-Connect -** Connect to any USB-compatible Windows computer (running Windows Me or 2000) or Macintosh (running MacOS 8.6+) for easy downloading of image files to computers without any additional software.
- **Designed Menu Navigation System –** Never miss another moment fumbling through layers of camera settings. Custom buttons and shortcut settings make adjustments quick and easy.
- **Ruggedized Lens Barrel –** The new ruggedized rubber grip around the lens barrel provides for surer handling in any weather condition, and protects the lens even without a cap. A tethered line ensures the lens cap is never lost when one is used.

Standard features of the C-4040 include:

- **Spot AF Function -** A Spot AutoFocus function allows the camera to focus on points specifically selected by the photographer.
- **White Balance –** Get exacting control over white balance settings in any lighting condition and ensure proper color reproduction. The iESP multi-patterned white balance system automatically adjusts system settings to deliver the best image quality, or select one of the four manual white balance presets for more precise control. In addition, a new +/-3 step white balance correction function enables minor adjustments in color tones.

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- **Metering Modes - The C-4040 ZOOM offers users a choice of ESP multi-patterned metering and spot metering for easy, yet advanced exposure control. The ESP multi-pattern meter looks at a variety of areas in the subject area for proper overall exposure. Spot metering allows for pinpoint control of subject exposure using only the very center of the image area. The C-4040 ZOOM also includes a new Multi-Spot metering mode that combines up to eight spot reading positions and averages them together for total control over subject exposure. The C-4040 ZOOM's versatile metering capabilities make it one of the most advanced models in the field of 4 Megapixel cameras.**
- **Sharpness and Contrast Settings – Get the best possible pictures every time. Flexible sharpness and contrast controls let the photographer take full control of final output quality. Soft, Normal and Hard Sharpness settings adjust the definition around the subject to meet any need. Low to High Contrast control regulates dark and light areas to capture any image with just the right amount of contrast and depth.**
- **QuickTime Movie with Sound - QuickTime Movie mode allows users to capture up to 120 seconds of video with simultaneously recorded sound. For still images, the C-4040 ZOOM lets users record a 4-second audio attachment, ideal for voice memos. Audio may be re-recorded over images, with functionality supported by Olympus's CAMEDIA Master software.**

Accessories

Olympus provides a wide range of optional accessories for the C-4040 ZOOM including a camera case; FL-40 external flash for synchronized shooting with TTL cable and bracket; an assortment of lenses from 28mm to 152mm equivalent; RM-1 remote control; NiMH batteries and charger; C7AU AC adapter.

The CAMEDIA C-4040 ZOOM will be available August 2001 with an estimated street price of \$1099. It ships with an 16MB Olympus SmartMedia™ memory card, USB cable, AV cable, two 3V lithium battery packs (CR-3V), lens cap and retainer cord, remote control, Olympus Camedia Master 2.5 Utility Software for image manipulation and creation, instruction manual, QuickStart Guide, lens cap and strap.

C-4040 ZOOM Street Price \$1099

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For more information, contact Olympus America, Consumer Products Group, Two Corporate Center Dr., Melville, NY 11747-3157, Phone: (631) 844-5000 (800) 622-6372, Fax: (631) 844-5262 or the Olympus Web page at: <http://www.olympus.com>.

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Note to editors: Photos of the C-4040 ZOOM are available from Thomas Public Relations at (631) 549-7575.

Specifications

CAMEDIA C-4040ZOOM

As of 19/June/2001

Model:	CAMEDIA C-4040ZOOM
Type:	Digital camera with 4.5-cm/1.8 inch color TFT LCD monitor.
Storage media:	Removable 3 V (3.3 V) SmartMedia (SSFDC) card (4, 8, 16, 32, 64 and 128 MB) One 16 MB card with panorama function is supplied with camera.
Number of storable frames with 16 MB SmartMedia card: w/o voice	<p>1 :TIFF 2,272 x 1,704</p> <p>1 :TIFF 2,048 x 1,536</p> <p>2 :TIFF 1,600 x 1,200</p> <p>4 :TIFF 1,280 x 960</p> <p>6 :TIFF 1,024 x 768</p> <p>16 :TIFF 640 x 480</p> <p>5 :SHQ 2,272 x 1,704</p> <p>16 :HQ 2,272 x 1,704 (NORMAL)</p> <p>20 :SQ1 2,048 x 1,536 (NORMAL) 7 : SQ1 2,048 x 1,536 (HIGH)</p> <p>32 :SQ1 1,600 x 1,200 (NORMAL) 11 : SQ1 1,600 x 1,200 (HIGH)</p> <p>49 :SQ1 1,280 x 960 (NORMAL) 18 : SQ1 1,280 x 960 (HIGH)</p> <p>76 :SQ2 1,024 x 768(NORMAL) 27 : SQ2 1,024 x 768(HIGH)</p> <p>165 :SQ2 640 x 480 (NORMAL) 66 : SQ2 640 x 480(HIGH)</p> <p><i>Optimum Image Enlargement Mode</i></p> <p>2 :SHQ 3,200 x 2,400</p> <p>3 :SHQ 2,816 x 2,112</p> <p>8 :HQ 3,200 x 2,400</p> <p>10 :HQ 2,816 x 2,112</p>
Compression ratio:	1, 2.8, 8
Recording system:	Still image: JPEG (DCF: "Design rule for Camera File system"), TIFF (non-compress), DPOF support. Motion picture: QuickTime Motion JPEG [®] .* Sound: Wave format support
Imager:	1/1.8 inch CCD solid-state image pickup 4.13 million pixels (effective 3.98 million pixels).
White balance:	Full-auto TTL(iESP), Pre-set (daylight, overcast, tungsten light, fluorescent light), One touch. White balance compensation possible.
Lens:	Olympus 3x multivariator zoom lens 7.1 - 21.3 mm, F1.8 - F2.6, 10 lenses in 7 groups (Equivalent to 35 - 105 mm 35 mm format).
Digital zoom:	Smooth 1x ~ approx. 2.5 x
Light metering:	Digital ESP metering system with imager. Spot metering. Multi-spot metering. AE lock possible

Exposure control:	<p>Programmed auto exposure, Aperture priority auto, and Shutter priority auto. Exposure compensation in ± 2 EV in $\pm 1/3$ EV steps Programmed auto: F1.8(W)/2.6(T) - F10, 1 - 1/800 sec. Manual exposure: shutter speed up to 16 sec. Aperture priority: Wide; F1.8 - F10, Tele; F2.6 - F10, 1/3 EV steps. Shutter priority: still image: 4 - 1/800 sec. (with mechanical shutter), 1/3 EV steps. AE lock possible.</p> <p>QuickTime Motion JPEG image mode: 1/30 - 1/10,000 sec.</p> <p>Auto bracketing: selectable from 1/3 EV, 2/3 EV and 1 EV, 3 or 5 images.</p>
Focusing:	<p>TTL system iESP auto focus (contrast detection system) with focusing range: 0.2 m - ∞ (infinity). Manual focus with gauge with focusing range 0.2 m - ∞ (infinity).</p>
Working range:	<p>Standard mode: 0.8m - ∞ (infinity) Macro mode: 0.2 - 0.8 m</p>
Sensitivity:	Auto or manual adjustment, selectable from approx. equivalent to ISO 100, 200 and 400.
Viewfinder:	Optical real-image, LCD monitor.
LCD monitor:	1.8-inch color TFT LCD monitor with 114,000 pixels made of Low-temperature poly-silicon. Brightness adjustmer possible.
Flash:	Built-in flash.
Flash modes:	<p>Auto (automatic activation in low and backlight), Red-eye reduction, Off (no flash), Fill-in (forced activation). Slow synchronization (first-curtain synchronization effect, second-curtain synchronization effect) External terminal: Off, Auto, Forced activation.</p>
Flash working range:	Wide: approx. 0.8 - 5.6 m, Tele: approx. 0.2 - 3.8 m (ISO 100).
Flash recycle time:	Less than 6 sec. (at normal temperature with new batteries).
Sequence mode:	Up to 2 shots per sec up to 8 frames in HQ mode (Excluding TIFF mode).
Motion picture mode: w/ 16MB SmartMedia card	<p>Format: QuickTime Motion JPEG*. HQ: Up to approx. 32 sec. w/ voice, 33 sec. W/o voice, 320 x 240 pixels, 15 frames/sec. SQ: Up to approx. 130 sec. w/ voice, 148 sec. w/o voice, 160 x 120 pixels, 15 frames/sec.</p>
Image effect:	Sepia mode, black & white mode, black board mode, white board mode.
Still image edit	Rotation (using video/sound output terminal)
Motion picture edit	Cut, index
DPOF setting	Print reservation, all print reservation, date/time, trimming
Self-timer	Approx. 12 sec. Delay
Setting memorization:	ON/OFF/CUSTOM
Outer connector:	DC input terminal, USB interface (storage class), video/sound output terminal (NTSC), and 5 pin External flash te FL-40
Operating environment:	<p>Temperature: 0 ~ 40°C (operation); -20 - 60°C (storage). Humidity: 30 - 90% (operation); 10 - 90% (storage).</p>

Power supply:	Main power source: 2 x lithium batteries LB-01 (CR-V3), 4 x AA Ni-MH batteries / 4 x AA lithium batteries / 4 x AA batteries / 4 x AA Ni-Cd batteries / (Zinc carbon (manganese) batteries cannot be used.) Optional AC adapter (C7-AU-6V)
Date/time/calendar:	Simultaneous recording onto image data.
Automatic calendar system:	Up to year 2031.
Dimensions:	4.33(W) x 2.99(H) x 2.75(D) in./110 (W) x 76 (H) x 70 (D) mm (excluding protrusions).
Accessories(included)	Strap, 16 MB SmartMedia, USB cable, two CR-V3 (LB-01)
Weight:	11.28oz./320 g (without batteries and Smart Media card).

Specifications and design are subject to change without notice.

*QuickTime Motion JPEG is a registered trademark of Apple Computer.

Note: no template and title Smart Media card function