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PENTAX Optio E70L: New entry-level "digicam" at competitive price point

The new Pentax Optio E70L makes life easy for newcomers to digital photography, but also well experienced photographers will enjoy the easy point-and-shoot device as secondary camera.

The easy, intuitive handling and various scene modes for everyday-situations such as sports, party, kids, pets and landscape make this camera an ideal companion for hobby photographers and beginners. Advanced technical features as Face Recognition for up to 10 faces and smile detection enable every user to take high quality portraits. The digital shake reduction reduces camera shake for sharp, blur-free images.

The Optio E70L offers a great cost-performance ratio with its 10.1 megapixel CCD and a powerful 3x optical zoom (equals 32-96 mm in 35mm-format).

Especially handy: The camera can be used with two AA Alkaline or Lithium batteries which are obtainable everywhere.

The new Pentax Optio E70L will be available end of February 2009 at EUR 99,- (RRP) in black and silver.

Data at a glance:

- 10.1-megapixel-CCD
- 3x optical zoom 32 – 96 mm / f 2.9-5.2
- 6 cm (2.4") TFT display, 112 Kdots
- AUTO-mode and various scene modes
- video- and audio recording
- 11 megapixels Built-In Memory
- ISO range 80 – 6.400
- Face-Recognition AF & AE (max. 10 faces), smile detection
- compact, ergonomic body
- Dimension: 93.5 (W) x 60.5 (H) x 26 (D) mm;
Weight: 175 g (loaded and ready)
- **Price: EURO 99,- (RRP)**
- **market launch: February 2009**

Positioning:

Camera for newcomers to digital photography with numerous automatic modes and power supply with AA-Alkaline or Lithium batteries