

Toshiba introduces the Camileo SX range:
1080p Full HD video recording and sleek design



- *Camileo SX900 and SX500 models feature 1080p Full HD video recording*
- *Improved light sensitivity guarantees great results in darker conditions*
 - *Stills photography, face detection technology and more*

London, UK, 16th April 2010 – Toshiba UK today announces the addition of two new models to its successful Camileo pocket camcorder range, the **SX900** and **SX500**. Both models offer 1080p Full HD video recording, delivering high quality footage, even in poor lighting conditions. The new Camileo models also feature face recognition functions for stills photography, allowing the camera to focus on up to twelve faces, while the colour chaser function ensures your subject remains pin sharp.

Smaller body, bigger picture

The Camileo SX range is designed to offer compact and feature packed video capabilities at highly affordable prices. The Camileo SX900 and SX500 deliver excellent picture quality, allowing video to be recorded at a resolution of 1920 x 1080p – so video footage looks sharp, detailed and colourful when viewed on any HD ready television. For further cinematic flair, the SX range will shoot at 30fps at 1080p resolutions, or 60fps at 1080i resolutions, ensuring fast moving shots look smooth and clear. The attractive gloss black design also features the Camileo's signature red stripe highlight on both models, and is modelled on the classic 'barrel' shape for greater comfort when filming.

Sharp footage - whatever the location

The Camileo SX range gives users greater flexibility for low light filming and stills photography. The SX900 (3 lux) and SX500 (4 lux) feature improved hardware to compensate for a low level of ambient light when filming indoors or at night-time, including advanced sensitive sensors and higher quality optics to deliver sharp footage in a variety of environments. Both models offer a variety of ways to get the shot you want – a choice of auto, spot and normal focus modes ensure whatever you're filming is sharp. Action taking place at a distance can be easily brought to life using the impressive optical zooms on both the SX900 (9x optical, 12x digital) and SX500 (5x optical, 12x digital). Additionally, users can enjoy their videos on any high-definition television, using the HDMI connection.

The Camileo SX900 and SX500 will be available from July 2010.

Camileo SX900



- Full HD video (1920x1080 / 30p and 60i)
- 9x optical zoom lens, 12x digital zoom
- HDMI Digital AV output
- SD / SDHC / SDXC up to 64 GB
- Electronic Image Stabilizer
- 1cm Macro function
- Sequential and 16:9 photo shooting options
- 14MP CMOS Sensor (1/2.33")
- 2.7" (6.86 cm) Wide Panel LCD (230K pixels)
- Light sensitivity: ISO 1600 (photo), 3 lux (video)

Camileo SX500



- Full HD video (1920x1080 / 30p and 60i)
- 5x optical zoom, 12x digital zoom
- HDMI Digital AV output
- SD / SDHC / SDXC up to 64 GB
- Electronic Image Stabilizer
- 1cm Macro function
- Sequential and 16:9 photo shooting options
- 10MP CMOS sensor (1/2.33")

- 2.7" (6.86 cm) Wide Panel LCD (230K pixels)
- Light sensitivity: ISO 1600 (photo), 4 lux (video)

-Ends-

Notes to editors

For more information on specifications or press images, please contact the Toshiba team at Fever PR on 020 7792 7488 or toshiba@feverpr.com.

About Toshiba

Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances.

Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 199,000 employees worldwide and annual sales surpassing 6.6 trillion yen (US\$73 billion). Visit Toshiba's web site at www.toshiba.co.jp/index.htm.