



Samsung Launches the NX30 Camera alongside First Premium “S” Lens

Capture and share high quality imagery in an instant with advanced features, improved flexibility and fast connectivity

SEOUL, Korea – January 02, 2014 – Samsung Electronics Co., Ltd announced today the professionally-inspired compact system camera **NX30**, featuring high quality images and with faster than ever performance. Samsung also expanded its line of NX lenses with the introduction of its first “S” Series premium lens

"The NX30 continues the evolution of our award-winning NX series of cameras, bringing with it new and improved features such as a better imaging processor and our advanced SMART CAMERA offering. Not only does this camera deliver the performance users demand, it is also easy-to-use so that moments are never missed" said Myoung Sup Han, Executive Vice President and Head of the Imaging Business Team at Samsung Electronics. "The NX30 allows photographers to shoot with confidence, providing a seamless ability to capture moments and share them immediately, delivering exceptionally beautiful photographs while creating an unmatched photo-sharing experience."

Image Quality at the Core

High quality images with rich color are guaranteed with the advanced **20.3MP APS-C CMOS Sensor**. Delivering shots which are bursting with sharp detail and intense colors, the large sensor is ideal for creating rich images with dramatic foreground and background blur, providing professional quality imaging that ignites the visual senses. Featuring the Samsung **NX AF System II** that boasts fast and accurate auto focusing, this new model ensures all moments, including fast-moving scenes and subjects, that make up the beauty of everyday life will never be missed.

Capturing short-lived, fast-paced moments in perfect clarity is achievable with the NX30's exceptionally fast **1/8000 sec Shutter Speed** and the **9 frame per seconds (FPS) Continuous Shooting** function. These features help to further break down the action and capture movement beyond what the eye can see so that each split second can be appreciated.

Featuring a unique, **Tiltable Electronic Viewfinder (XGA, 2,359K-dot resolution)**, the NX30 makes it easier than ever to discover a new perspective. Whether crowds are obstructing the shot or a more creative angle is desired, the 80 degree tilt means that different viewpoints are simple to achieve. With the ability to move from side to side up to 180 degrees, and upward and downward up to 270 degrees, the NX30's **76.7mm (3.0-inch) Super AMOLED Swivel and Touch Display** offers flexible angles which are especially useful for self-shooting, whether for stills or video capture.

Smart Connectivity, Tag & Go

Building on the successes of Samsung's market leading SMART CAMERA technology, the NX30's **NFC** and **Wi-Fi** capabilities offer the next-generation of connectivity, making it is easier than ever to take advantage of a host of intuitive sharing features. The '**Tag & Go**' function lets users tap and share memories instantly and easily, pairing the NX30 with NFC enabled smartphones and tablets.

The **Photo Beam** feature allows the transfer an image or video to a smartphone or tablet by simply touching the two devices together with no other configuration needed. **MobileLink** lets users select multiple images to

send to four distinct smart devices at one time - everyone can treasure photos, without the need to take repetitive shots on each individual device. **AutoShare** automatically sends every photo you take instantly to your smartphone or tablet and the **Remote Viewfinder Pro** function enables several control of the NX30 from a smartphone, allowing the user to zoom and snap shots remotely yet still have full visibility of the scene, opening up new photographic possibilities. Manual settings can still be accessed, including shutter speed and aperture, so that photographers can retain camera control yet have another option as to how they want to frame their shot.

Dropbox, the popular web storage service is pre-loaded on the NX30 in selected regions – making it the first camera-specific device to offer direct-to-Dropbox uploading. Additionally, users of the NX30, in select regions, can upload directly to Flickr, the full resolution photo sharing site – another first in a camera-specific device. Using the advanced connected features of the NX30, images can be uploaded automatically so that snap happy photographers will not need to be concerned with filling up their

Experience Life from all Angles

The NX30 includes the sophisticated next-generation **DRIMeIV Image Processor** and a powerful DSP imaging engine that brings an unmatched shooting experience and Full HD 1080/60p movie capabilities. The high light sensitivity of the NX30, with a range from **ISO100-25600**, produces stunning images even in low light conditions and with **OIS Duo** technology, steady shots for better movie recording are guaranteed, even while on the move. The innovative technology provided by the DRIMeIV Image Processor also enables the **3D capture of scenes** and subjects via the Samsung 45mm F1.8 2D/3D lens, letting memories live on through lifelike 3D images and videos displayed on compatible 3D devices. The introduction of **OLED Color** to the NX30 records the ultimate contrast and real colors, to make it possible for you capture landscapes that are rich and portraits with natural tones.

Advanced video features make the NX30 the ideal solution for movie makers searching for a compact yet high performing camera. In addition to **Full HD Video Stereo Recording**, the NX30 supports a standard **3.5mm microphone input** for high quality audio capture while shooting movies. The Audio Level Meter appears on the display so you can continuously monitor the input level status while recording. In addition, the input level can be manually adjusted to ensure optimal audio quality. Moreover the NX30 is also perfect for advanced video enthusiasts because of its **HDMI live streaming** with Full HD 30p output that makes it easy to connect with a large screen, recorder, and other HDMI devices.

Intuitive design is a central feature of the NX30. Two dedicated **Custom Modes** can be accessed on the mode dial, so that preferred camera settings can be retrieved quickly, while ten additional custom sets can be stored on the camera. The separate drive dial also provides instant access to a selection of popular modes, including continuous shooting, bracketing and self timer. It is therefore fast and simple to select the ideal settings for a shot, meaning that there is no delay in capturing the perfect image.

Through Samsung's innovative **i-Function** system, advanced camera settings such as shutter speed and aperture can be accessed with the touch of one button. For more experienced photographers, **i-Function Plus** lets users are able to reprogram existing buttons with their preferred and frequently used settings.

The new powerful **TTL external flash with a Guide Number of 58** makes it simple to capture perfect shots, allowing light to travel further and wider. The high speed flash sync mode allows for flash with shutter speeds faster than 1/200th of a second, ideal for brightly lit scenes with selective depth of field. Additionally this new flash supports wireless strobe sync, bringing an added dimension to images with light that looks natural.

Premium and Professional Quality in any Situation : 16-50mm F2-2.8 S ED OIS Lens

The new Samsung **16-50mm F2-2.8 S ED OIS** lens allows photographers of all skill levels to achieve professional image quality through a myriad of new and advanced features. It is the **first Premium "S" Series** lens which signifies end-users will be given no less than superior optical-technology to meet their photography needs. Its versatile standard zoom angle of view allows for flexibility to take photos at frequently desired angles and vantage points, without limitations on what is captured. The 16-50mm has an extremely

bright aperture (F2.0 at 16mm; F2.8 at 50mm) making it the brightest **3X zoom**, among equivalent class lenses, adding-value to the overall picture-taking experience and imaging results. Splash and dust proof, this lens is designed to deliver quality results even in extreme, harsh conditions.

This lens features an **Ultra-Precise Stepping Motor (UPSM)**, improved from the conventional Stepping Motor (SM), it's 3X more precise in its ability to control and focus on subjects. Coupled with its optical image stabilizer and combination of three aspherical (ASP) lenses, two extra-low dispersion (ED) lenses, and two eXtreme High Refractive (XHR) lenses the 16-50mm F2-2.8 S ED OIS has the ability to take a steady shot and produce an exceptional photo with ultimate clarity and detail. The combination of these advanced elements work together to enhance the results from the lens. The ASP lenses reduce and nearly eliminate spherical aberration, whereas the ED elements reduce chromatic aberration and the XHR allows for a more compact and light lens.

Excellent Imagery Everyday: 16-50mm F3.5-5.6 Power Zoom ED OIS lens

The new **16-50mm F3.5-5.6 Power Zoom ED OIS lens** was designed for everyday use as well as for photographers who often travel and desire quality and compactness. It is **lightweight**, weighing only 111g with a compact 31mm frame with a modern and simple design. It is available in two colors (Black and White). With an outstanding wide angle optical performance, the 16-50mm F3.5-5.6 Power Zoom ED OIS lens includes **Silent Auto Focusing** and a low zooming noise, excellent for capturing video which is clear but undisturbed by the noise of the mechanism.

A vital feature of the new lens is its quick control made possible through an **Electro zoom with a seesaw type button**. This unique feature allows photographers to simply click to zoom and take a photo from any view or angle, similar to a compact camera experience. The smooth zooming operation, applied from the high-end camcorder not only creates superb pictures, but enables high-quality videos. The intuitive operating mechanism, i-Function and UPSM help to take more precise pictures, while the Optical Image Stabilization reduces the blur associated with camera movement adding to the appeal of this lens.

Please visit our CES booth to experience this future technology firsthand. Samsung's product line will be displayed from January 7-10 at booth #12004 in the Central Hall of the Las Vegas Convention Center.

Full details, video content and product images are available at the Samsung microsite at <http://www.samsungces.com>, <http://www.samsungmobilepress.com>, or mobile site at <http://m.samsungces.com>, <http://m.samsungmobilepress.com> as well.

Note to Editors

NX30 Product Specifications

Image Sensor	20.3 effective megapixel APS-C CMOS sensor
Display	76.7mm (3.0-inch) Super AMOLED Swivel and Touch Display FVGA (720x480) 1,037k dots
View finder	Tiltable EVF w/Eye Contact Sensor, (tilting upward by 80 degrees) XGA (1024x768) 2,359dots
ISO	Auto, 100, 200, 400, 800, 1600, 3200, 6400, 12800, 25600
Image	JPEG (3:2) : 20.0M (5472x3648), 10.1M (3888x2592), 5.9M (2976x1984), 2.0M (1728x1152), 5.0M (2736x1824): Burst mode only JPEG (16:9) : 16.9M (5472x3080), 7.8M (3712x2088), 4.9M (2944x1656), 2.1M (1920x1080) JPEG (1:1) : 13.3M (3648x3648), 7.0M (2640x2640), 4.0M (2000x2000), 1.1M (1024x1024) RAW : 20.0M (5472x3648) * 3D Image Size : MPO, JPEG (16:9) 4.1M (2688x1512), (16:9) 2.1M (1920x1080)

Video	MP4 (Video: MPEG4, AVC/H.264, Audio: AAC) 1920x1080, 1920x810, 1280x720 , 640x480, 320x240(for Sharing)
Video Output	NTS, PAL, HDMI 1.4a
Value-added Features	Tag & Go (NFC/Wi-Fi): Photo Beam, AutoShare, Remote View Finder Pro, Mobile Link
	SMART Mode : Beauty Face, Landscape, Macro, Action Freeze, Rich Tone, Panorama, Waterfall, Silhouette, Sunset, Night, Fireworks, Light Trace, Creative Shot, Best Face, Multi-Exposure, Smart Jump Shot
	3D still image & video capturing
	i-Function in Lens Priority Mode: i-Depth, i-Zoom (x1.2, 1.4, 1.7, 2.0), i-Contrast
	Built-in Flash (Guide Number 11 at IOS100)
Wi-Fi Connectivity	IEEE 802.11b/g/n support Dual Channel (SMART Camera 3.0) <ul style="list-style-type: none"> • AutoShare • SNS & Cloud (Dropbox, Flickr, Facebook, Picasa, YouTube) • Email • Auto Backup • Remote Viewfinder Pro • MobileLink • Samsung Link • Group Share • Direct Beam • HomeSync (Available in selected regions) • Baby Monitor <p><i>Note - The availability of each service may differ by country.</i></p>
NFC	Advanced Passive NFC(Wired NFC)
Bundle PC software	iLauncher, Adobe® Photoshop® Lightroom® 5
Storage	SD, SDHC, SDXC, UHS-1
Battery	BP1410 (1410mAh)
Dimension (WxHxD)	127 x 95.5 x 41.7mm (excluding the projection part)
Weight	375 g (without battery)

SAMSUNG 16-50mm F2 - 2.8 S ED OIS Specifications

Focal Length	16 - 50mm (equivalent to 24.6-77mm in 35mm format)
Elements in Groups	18 elements in 12 groups (3 Aspherical lens, 2 Extra-low Dispersion lens, 2 Xtreme High Refractive Lens)
Angle of View	82.6°- 31.4°
Aperture	F2-2.8 (Min. F22), (Number of Blades : 9 , Circular Aperture Diaphragm)
Optical Image Stabilizer	Yes
Minimum Focus Distance	0.3m
Maximum Magnification	Approx.0.19X
i Scene	Beauty, Portrait, Children, Backlight, Landscape, Sunset ,Dawn, Beach & Snow, Night
Value-added Feature	UPSM, Splash Dust Proof
Lens Hood	Yes
Filter Size	72mm
Mount Type	NX Mount
Dimension (DxL)	81 x 96.5mm
Weight	622g

SAMSUNG 16-50mm F3.5-5.6 Power Zoom ED OIS Specifications

Focal Length	16 - 50mm (equivalent to 24.6-77mm in 35mm format)
Elements in Groups	9 elements in 8 groups (4 Aspherical lens, 1 Extra-low Dispersion lens)
Angle of View	82.6°- 31.4°
Aperture	F3.5-5.6 (Min. F22), (Number of Blades : 7 , Circular Aperture Diaphragm)
Optical Image Stabilizer	Yes
Minimum Focus Distance	0.24m(Wide), 0.28m(Tele)
Maximum Magnification	Approx.0.24X
i Scene	Beauty, Portrait, Children, Backlight, Landscape, Sunset,Dawn ,Beach & Snow, Night
Value-added Feature	UPSM (Focus), DC (Zoom)
Lens Hood	No
Filter Size	43mm
Mount Type	NX Mount
Dimension (DxL)	64.8 x 31mm
Weight	111g

SAMSUNG ED-SEF580A Flash light Specifications

Number	58 (ISO100, 105mm)
Flash coverage	24-105mm
Power Ratio	1/1, 1/2, 1/4, 1/8, 1/16, 1/32, 1/64, 1/128, 1/256
Power Source	AA*4(Alkaline, Ni-MH, Oxyride, Lithium (FR6))
Recycling Time (New battery)	Alkaline max 5.5sec, Ni-MH max 5.0sec(2500mAh)
A number of flashes	Alkaline min 150fls, Ni-MH min 220fls (2500mAh)
Flash duration (Automatic)	max 1/125, min 1/33,000
Flash duration (Manual)	max 1/125, min 1/33,000
Lamp Light Voltage	Blinking 285V, Lights 330V
Bounce	UP 0, 45, 60, 75, 90° CC 0, 60, 90, 120° CCW 0, 60, 90, 120, 150, 180
Exposure control system	A-TTL, Manual
Color Temperature	5600 ± 500K
AF Assist Beam	O (1.0m ~10.0m) (TBD)
Auto Power Zoom	24, 28, 35, 50, 70, 85, 105mm
Manual Zoom	24, 28, 35, 50, 70, 85, 105mm
Camera Mount	Samsung Original
Flash Covering Angle	24mm(R/L 78°,U/D 60°), 105mm(R/L 27°,U/D 20°)
High-Speed Sync	Yes
Wireless	Yes (4ch, 3Group)
Other	Graphic LCD, Power Save, Multiflash Modelling light, Wide-angle diffuser

**All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

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