



Samsung launches new feature-packed NX30 camera in Australia

Samsung's latest digital camera to offer professional quality image capturing



SYDNEY, Australia – April 24, 2014 – Samsung Electronics Australia has today announced the local launch of the NX30, a camera designed to provide a high quality and feature-rich photographic experience for Australians seeking to capture and share professional level images. The new Samsung NX30 camera will be made available in Australia from mid-April 2014 for a RRP of \$1099.00.

The NX30 represents Samsung's commitment to offering Australians a camera that can provide a great photographic experience, an extensive and flexible feature set, and connectivity options that make sharing and backing up images online or to their computer easy¹. In addition, Samsung will also launch a range of specialised NX lenses that have been designed to enhance the experience of using the NX30 camera, as well as provide options for people seeking great flexibility when capturing images in a range of settings.

"The NX30 is testament to Samsung's commitment to further developing our offering in the photographic category by providing a camera that can take amazing photos, offer improved connectivity to users, and a bundling of features that represent our most advanced photographic technology to date." said Craig Gillespie, Head of Digital Imaging, Samsung Electronics Australia. "We're incredibly proud to introduce the NX30 to the market and are confident in the fantastic experience it will offer Australians in addition to the great new range of NX lenses," he added.

The NX30 features an extendable telescopic electronic viewfinder for taking images at certain angles, swivel AMOLED display and software system designed to cater to the needs of photo veterans, amateurs and newcomers to photography alike. It also offers the ability to share images wirelessly through WiFi¹ and near field communication (NFC)² connectivity.

"The NX30 and latest compatible lens range deliver the latest in Samsung performance and camera design like the tilting electronic viewfinder and swivel AMOLED display, letting Australians take and share

exceptional photos. It's our most premium and feature-rich camera to be made available in Australia," Gillespie said.

The Samsung NX30 feature-set delivers high image quality and flexible functions designed to suit a range of photographic environments and skill levels:

- Super-fast 1/8000 sec shutter speed with nine frames per second (FPS) continuous shooting for capturing short-lived, fast-paced moments
- A permanent electronic viewfinder with an 80 degree tilt and a 3-inch swivel Super AMOLED Touch Swivel and Display allowing photographers to get creative with different perspectives
- SMART connectivity enabling easy, real time photo sharing online¹ or compatible NFC-enabled mobile devices² direct from the camera
- A 20.3 mega pixel (MP) APS-C CMOS sensor to deliver high quality and vivid images
- A range of ISO100-25600 producing sharp images even in low light conditions
- AF System II boasting fast and accurate auto-focus, especially when shooting fast-moving scenes and subjects
- Manual settings including shutter speed, aperture, exposure compensation, and white balance for photographers who prefer creative and manual control

SMART integration with the NX30

Building on the success of Samsung's SMART Camera technology, the NX30's NFC² and WiFi¹ capabilities offer the next-generation of the company's camera connectivity. The Samsung SMART CAMERA app³ offers a suite of functions exclusive to Samsung's digital camera range, including Tag & Go connectivity, which allows the NX30 to pair with NFC-enabled devices². With SMART integration and the SMART CAMERA app³, users can:

- Use Photo Beam to transfer images or video to a compatible smartphone or tablet by touching the two devices together
- Use Mobile Link to pair with compatible mobile devices to select and transfer multiple images
- Share photos with up to four compatible smartphones or tablets with AutoShare
- Control the NX30 via a compatible smartphone with Remote View Finder Pro
- Using the camera's Wi-Fi function, upload pictures wirelessly directly to Dropbox and Flickr for easy storage and sharing online¹

From still images to moving

The NX30 offers a sophisticated DRIMeIV Image Processor, DSP imaging engine and OIS Duo technology to provide a high performance shooting experience extending to Full HD 1080/60p movie recording capabilities. Paired with the Samsung 45mm F1.8 2D/3D lens, which enables users to capture scenes and subjects in 3D, the NX30 is an ideal solution for moviemakers searching for a compact yet powerful camera.

In addition to Full HD Video Stereo Recording, the NX30 supports a standard 3.5mm microphone input for high quality audio when recording video content. The Audio Level Meter appears on the display so users can continuously monitor the input level status, which can be manually adjusted to help ensure optimal audio quality.

The NX30 is also great for advanced video enthusiasts because of its HDMI live streaming with Full HD 30p output, making it easy to connect with a large screen, recorder, or other HDMI device⁴.

Professional quality in virtually any situation: 16-50mm F2-2.8 S ED OIS Lens

The new premium 'S' series 16-50mm F2-2.8 S ED OIS lens allows photographers of any skill level to capture professional quality photos. The lens uses cutting edge optical Samsung technology to produce clear, in-focus images with realistic and vivid colour.

The versatile zoom length on the NX30 gives photographers the ability to capture images from varied viewpoints, while the extremely bright aperture (F2.0 at 16mm; F2.8 at 50mm) helps enhance the overall picture taking experience and results. The premium 'S' series lens is designed to deliver quality results, even in harsh conditions.

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 is designed for everyday use, as well as for photographers who require a quality lightweight lens.

With an outstanding wide angle optical performance, the 16-50mm F3.5-5.6 Power Zoom ED OIS lens includes Silent Auto Focusing, optical stabilisation and quiet zoom, making it perfect for capturing video.

A vital feature of this lens is its quick control, made possible through an Electro zoom with a seesaw type button. This unique feature allows photographers to simply press to zoom and take a photo, similar to a compact camera experience for easy and quick control.

Pricing and Availability**

- Samsung NX30 bundled with 18-55mm F3.5-5.6 OIS III lens and copy of Adobe Photoshop Lightroom 5 – RRP \$1099.00.
- Samsung 16-50mm F3.5-5.6 Power Zoom ED OIS lens – RRP \$399.00.
- Samsung 16-50mm F2-2.8 "S" lens ED OIS Lens – RRP \$1,499.00.
- NX Lithium ion Battery – Suits NX30 – RRP \$59.00.

*** All listed products are available through selected retailers around Australia from mid-April 2014.*

¹ Internet connection required. Data, subscription or other charges may apply. Usage may be subject to third party service provider agreements.

² An NFC-enabled compatible device is required. Samsung SMART CAMERA App required³. Internet connection required. Data, subscription or other charges may apply. Usage may be subject to third party service provider agreements.

³ Samsung SMART CAMERA app must be downloaded. Internet connection required. Data charges may apply.

⁴ HDMI devices and cables sold separately.

NX30 Product Specifications

Image Sensor	20.3 megapixel APS-C CMOS sensor
Display	76.7mm (3.0-inch) Super AMOLED Swivel and Touch Display FVGA (720x480) 1,037k dots

View finder	Tilt-able EVF with 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 ISO100)
Wi-Fi Connectivity ¹²³	IEEE 802.11b/g/n support Dual Channel (SMART Camera 3.0) <ul style="list-style-type: none"> • AutoShare • SNS & Cloud • Email • Auto Backup • Remote Viewfinder Pro • MobileLink
NFC ²	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 Stabiliser	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 Stabiliser	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

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