

# Samsung launches ST5500 and ST5000 digital cameras

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Samsung's sleek ST5500 and ST5000 cameras

Perfectly capturing and sharing the things you love just became effortless, with the launch of the innovative and easy-to-use performance features of the Samsung ST5500 and ST5000 cameras. The new range is redefining photography by bringing together intuitive user interfaces and impressive yet simple features to get the most from your camera and truly enjoy your photography experience.

The cameras' features ensure ease-of-use capabilities based on research into what our customers really want from their devices, with a body design that's angled at 7 degrees, the lens and a shutter button set at a unique angle for more comfortable use and intuitive photos to capture that perfect image, effortlessly. Samsung has also added class-leading features such as a bright 3.7" WVGA, AMOLED [touch screen](#) and an oversized lens to create a chic package that will define the future of the

compact camera market.

A further premium design enhancement is the 'da Vinci-inspired design' of the lens technology, based on Leonardo da Vinci's famed habit of writing notes backwards to be read later using a mirror. This method ensures that when the camera is turned on, the lens barrel extends automatically and the image's specifications (focal length and aperture) appear in the concave reflective lens rings instantaneously.

To also help reduce blur, the impressive lenses of both the ST5500 and ST5000 are paired with Samsung's Dual Image Stabilisation technology, which counteracts the negative effects of a user's shaky hand. Alongside Samsung's Smart Auto 2.0 (still & movie) scene recognition technology, the cameras will match the settings you need with your surroundings so you can produce the best shot possible with ease.

The cameras' comfortable, ergonomic feel is testament to the vision of Samsung's design engineers, who have created a revolutionary new 'angled posture' design that fits comfortably into your hands, bringing unprecedented ease-of-use, functionality and unparalleled style to capture those important images. Samsung's use of hydro-forming technology, an innovative manufacturing technique which compresses liquid metals at high pressures to form tube or metal sheet materials, has been used on both models to produce smoother silhouettes, seamless bonding and high-quality surfaces.

Available in three different colours - Black, Grey and Terracotta Orange - the ST5500 and ST5000 cameras incorporate the perfect mix of great styling with top-end capabilities. Their innovative features and unique design help you stand out from the crowd and provide the freedom to express your personal style, without compromising on technology performance and experience.

Both models shoot in 14.2 megapixels, often a characteristic of bulkier, heavyweight cameras, and this image quality, alongside the premium lens and 7x optical zoom, ensures crisp, clear, shots every time.

And what use are great images if you can't share them quickly, on the move and with friends? The ST5500 is equipped with wireless connectivity options, including Bluetooth 2.0, Wi-Fi and DLNA, so you can easily send images on the go using the camera's touch-screen keypad or upload straight to your Facebook, Picasa, YouTube or [samsungimaging.com](http://samsungimaging.com) accounts. The ST5500 range also comes equipped with an account with mobile hotspot provider Boingo, delivering broadband speeds in the palm of your hands at more than 100,000 Wi-Fi hotspots across the world.

Both cameras come equipped with [Samsung's](#) Smart Gesture UI, the user interface which incorporates simple-to-use touch screen technology to navigate around the device. It also gives you the ability to access and use key features with either a simple tilt or a hand gesture. The Smart Gesture UI function adds a level of fun to the way you can interact and enjoy your content, allowing you to quickly scroll through your photos with a swipe of the finger or by slightly tilting the camera in either direction.

Source: Samsung

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