

New lenses and GALAXY camera create a paradigm shift in the marketplace

September 18 2012

Samsung Electronics today unveiled new additions to its NX ecosystem. The company also showcased its recent launch, the GALAXY Camera, a brand new type of device that combines high-performance photography with the latest Android OS and 3G/4G connectivity.

"We are living in a new era of visual communications," said Myoung Sup Han, Senior Vice President and Head of Digital Imaging, [Samsung Electronics](#). "At Samsung, we believe that images are the most important communication tool available, transcending borders, languages and demographics. By announcing two new NX lenses and the innovative GALAXY Camera, Samsung has deepened its commitment to the camera market by bringing the best [digital imaging technology](#) in the world to photographers and gadget lovers everywhere."

Samsung underscored its leadership in the digital imaging market by being the first to introduce Wi-Fi connectivity to its range of compact system cameras (NX20, NX210 and NX1000) in 2012, and strengthens this with the addition of the 12-24mm F4-5.6 ED ultra-wide zoom lens and the 45mm F1.8 mid-telephoto prime lens. Samsung's NX camera range now totals 11 professional lenses that enable photographers of any level to consistently achieve professional results.

Lightweight, portably and easy to use

The new lenses join the NX family, giving camera-lovers the chance to

maximise their creative potential while keeping their system light and portable.

Thanks to its ultra-wide angle, the 12-24mm F4-5.6 ED lens is perfect for either capturing dramatic landscapes or shooting in confined interior spaces. It weighs in at only 208g with a compact, portable form. The image quality is also heightened by one extra low dispersion glass lens and two aspherical glass lenses that guarantee superb sharpness and low chromatic aberration.

Photographers looking for a mid-telephoto prime lens will enjoy Samsung's 45mm F1.8, which delivers a pro-standard shallow depth of field and background blur, creating stunning portrait shots with beautiful bokeh. The bright F1.8 aperture also means that it performs brilliantly for night-time or indoor shooting, with a stepping motor for a smooth and super-quiet Auto Focus. The lens combines lightweight portability with a solid metal body and metal mount for a professional look and feel. Additionally, the 45mm lens is compatible with Samsung's i-Function system that allows users to easily adjust shutter speed, aperture and ISO settings.

A new standard for the visual communication era

In addition to launching two new NX lenses, Samsung also showcased its latest innovation in the digital imaging category – its GALAXY Camera. Marking a new era in visual communication; the GALAXY Camera combines high-performance photography with the latest Android 4.1 platform (Jelly Bean) and wireless network connectivity, perfect for those who wish to shoot, edit and share high quality photographs and video easily and spontaneously from anywhere, at any time.

Boasting a 21x super long zoom lens and a vividly bright 16M BSI CMOS sensor, the GALAXY Camera delivers pictures of brilliant

quality. The device also features 'Smart Pro' technology which comprises of a series of modes that make advanced photography easy for all skill levels. The easy-to-navigate menu system contains preset scenario options that automatically adjust the camera's settings according to a specific environment. All of these great features can be experienced on a breathtaking 4.8" (121.2mm) HD Super Clear LCD.

The GALAXY Camera enables connection to 3G, 4G or Wi-Fi network to allow remote photo sharing and browsing while on the go. Connectivity is supported by a 1.4GHz Quad Core Processor that allows fast web-browsing and multi-tasking, as well as high-speed image processing without a significant impact on battery life.

Built-in Wi-Fi with NX1000, NX210 and NX20

Samsung's NX compact system cameras (NX1000, NX210 and NX20) feature built-in Wi-Fi technology to allow users to connect to wireless networks without any additional cards or devices. All three NX models are equipped with a 20.3 Megapixel APS-C CMOS sensor, developed in-house by Samsung to give high quality images in rich color and detail.

- The NX1000 is a highly portable device with an eye-catching compact design that makes it as useable as it is attractive. A range of features such as Smart Auto 2.0 and the Smart Link Hot Key make it easier to shoot and share excellent images instantly.
- The NX210 offers easy access to Wi-Fi functions to quickly share images with friends and family. A 3.0" AMOLED display lets users view images and Full HD movies in brilliant resolution, while features such as Samsung Mobile Link or TV Link enable the camera to connect with other devices (e.g. phones, internet-enabled TVs) to view images.
- The NX20 is the perfect match for amateurs or professional

photographers looking for a highly portable camera that gives the professional look and feel of a DSLR, but at a fraction of the size and weight. Delivering impressive speed with its 1/8000s Fast Shutter, breath-taking images are shown on its clear 3.0" Super AMOLED swivel display.

Provided by Samsung

Citation: New lenses and GALAXY camera create a paradigm shift in the marketplace (2012, September 18) retrieved 8 May 2024 from <https://phys.org/news/2012-09-lenses-galaxy-camera-paradigm-shift.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.