

OLYMPUS

Your Vision, Our Future

Digital Camera

C-7070 Wide Zoom

NEW

Unbounded Horizons, Unlimited Imagination



For a Grand View, Only a Grand Camera Will Do —
The C-7070 Wide Zoom



5.7mm (27mm on a 35mm camera), 1:6.3, 1/1000 sec., 3072 x 2304 pixels, SHQ

27–110 mm,
4X Zoom
7.1 Megapixels



With its 27mm* super-wide-angle performance – top-level wide-angle capability among compact digital cameras – the C-7070 Wide Zoom offers you new horizons of photographic fun. Its powerful 4X optical zoom provides the perspective you need to capture marvellous photos – from expansive landscapes that take in everything to the sublime shot that focuses right in on your target. The C-7070 Wide Zoom is also packed full of advanced features that include an impressive 7.1-megapixel CCD and a variety of fast, accurate focusing functions such as Predictive AF for moving subjects. Make each of your shots a pleasure to take, and a wonder to behold, with the C-7070 Wide Zoom.

* Equivalent focal length on a 35mm camera format.



Solid Fundamentals

Wide-angle Capable 27 – 110mm*1 4X Optical Zoom

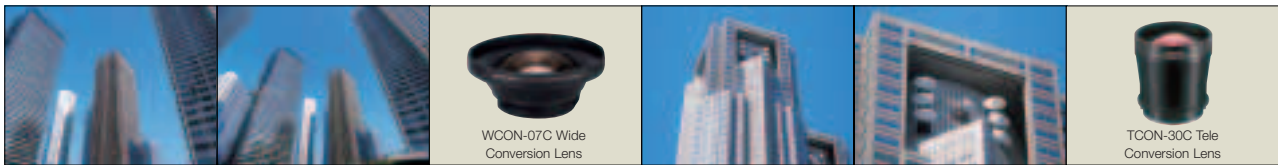
With a focal length of 27 – 110mm*1, the high-performance 1:2.8 – 4.8, 4X optical zoom lens boasts great wide-angle capability. It provides crystal-clear images throughout the zoom range by incorporating one ED (Extra-low Dispersion) lens and two aspherical lenses to minimise chromatic aberration and distortion. You can use the 4X optical zoom in conjunction with the 5X digital zoom*2 to obtain up to 20X total zoom power. Adding the optional WCON-07C Wide Conversion Lens*3, TCON-17C Tele Conversion Lens*3, or TCON-30C Tele Conversion Lens*3 extends the focal length range to 19mm*1, 187mm*1, or 330mm*1, respectively. The optional PRF-40.5 Protection Filter, UVF-40.5 UV Filter, and PLF-40.5 Polarizing Filter are also available.

*1 Equivalent focal length on a 35mm camera format. *2 Images may be grainy when using the digital zoom. *3 The optional CLA-7 Conversion Lens Adapter is required.



5.7mm (27mm) 10.6mm (50mm) 22.9mm (110mm) 22.9mm with 5X digital zoom (550mm)

(): 35mm camera equivalent



5.7mm (27mm)

4.0mm (19mm) with WCON-07C

22.9mm (110mm)

68.7mm (330mm) with TCON-30C

7.1-megapixel CCD & TruePic TURBO Image Processor

A high-precision 7.1-megapixel CCD creates pictures with outstanding appeal, allowing for large, gorgeous prints. And Olympus' original, advanced image processor, the TruePic TURBO, ensures realistic colour reproduction and smooth tonal gradations under any lighting conditions, while maximising clarity by optimising sharpness and minimising noise. It also reduces image processing time for quick camera response.



5.7mm (27mm on a 35mm camera), 1:4, 1/200 sec., 3072 x 2304 pixels, SHQ, with PLF-40.5 Polarizing Filter

Versatility for the Creative Spirit

A Variety of Fast, Accurate Focusing Functions

The Dual Autofocus system provides quick and accurate focusing, thanks to a carefully calibrated combination of contrast and phase-difference detection systems, and there's a built-in AF illuminator to help focusing in the dark. There are two focusing options available: iESP (intelligent Electro-Selective Pattern) AF, which automatically detects the subject to be focused on, whether it is in the centre or at the edge of the screen, or Spot AF, which focuses on the subject in the AF target mark in the centre of the screen. (You can shift the AF target mark to any point you want to focus on from among 143 selectable points.)

In addition, the following two autofocus settings can be used for moving subjects:

Fulltime AF: The camera always follows the main subject, which is moving, to keep it in constant focus.

Predictive AF: Lock focus on a subject, and the camera stays focused on the subject as it approaches or recedes.

Of course, manual focus is also available for the serious photography enthusiast.

Macro & Super Macro Modes

You can shoot with the camera as close to the subject as 20cm in Macro mode, or even 3cm in Super Macro mode for marvellous close-ups. Optional macro flash accessories are available.



Super Macro mode

Wide Array of Shooting Modes

Just rotate the mode dial for quick access to a variety of shooting modes, including P/A/S/M Exposure, Scene Programme, My Mode, and Movie.

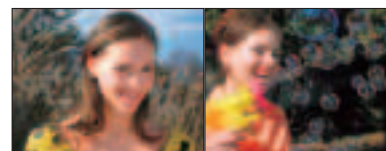
P/A/S/M Exposure: Programme Auto (Programme Shift available), Aperture Priority Auto, Shutter Priority Auto, and Manual let you choose how exposure is controlled. Apertures of 1:2.8 – 1:11 and shutter speeds of 16 seconds to 1/4,000 of a second can be set quickly using the Arrow buttons.

Scene Programme: Portrait, Sports, Landscape Portrait, Landscape, Night Scene, Under Water Wide*, and Under Water Macro* modes customised for each scene make it easy to get great results.

* The optional PT-027 Underwater Case is required.

My Mode: You can create up to four personal combinations of settings for quicker shooting the way you like.

Movie: Enables you to record movies with sound in clear VGA (640 x 480 pixels) at a smooth 25 frames per second. High-quality movies are available thanks to the anti-blur function.



Aperture Priority Auto (1:5)

Shutter Priority Auto (1/500 sec.)



Under Water Wide mode menu



5.7mm (27mm on a 35mm camera), 1:8, 1/60 sec., 3072 x 2304 pixels, SHQ, Macro mode

Perfect Command of Light

Four Light Metering Systems

Four different metering systems are available. AE lock can be engaged by pressing the AEL button, conveniently located within easy reach of your right thumb.

Digital ESP (Electro-Selective Pattern): Employs a selective multi-zone metering system to ensure optimal exposure, even in difficult lighting conditions.

Centre Weighted Average: Measures light mainly in the centre area.

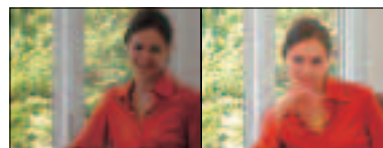
Spot: Measures only the area within the narrow light-metering target mark (which you can shift as you like) in the centre of the viewfinder.

Multi: Measures the brightness of the subject at up to eight different points to set the optimal exposure based on the average brightness.

Exposure Compensation & Auto Bracketing

± 2 EV compensation in $1/3$ or $1/2$ EV steps is possible. With auto exposure bracketing*, images can be taken sequentially with 3 or 5 different exposures in $1/3$ EV steps within ± 2 EV.

* Not available in TIFF mode or when Noise Reduction is set to on.



Without compensation

With compensation (+1 1/3 EV)

Histogram & Overexposed/Underexposed Area Display

A histogram that shows the luminance distribution of an image with a graphic chart gives you more precise exposure control. In addition, the Overexposed/Underexposed Area Display shows overexposed areas as red and underexposed areas as blue.



Overexposed/Underexposed Area Display

Multiple White Balance Settings

Auto, Preset, One-touch, and Custom white balance settings are available. You can also make fine adjustments between -7 (red) and $+7$ (blue).

iESP (intelligent Electro-Selective Pattern) II Auto: Faithfully reproduces colours even under complex light sources, with skin tones that come out looking beautiful and natural.

Preset: Lets you set the white balance for daylight, overcast, sunset, shade, tungsten, or four types of fluorescent light.

One-touch: Lets you create even more precise white balance by pointing the camera at a nearby white object.

Custom: You can save up to four different settings of specific white balance values.



With adjustment (-7 Red)

Without adjustment

With adjustment (+7 Blue)



Reliable, Multi-potential Body

Swivel Sunshine LCD Monitor Visible Even in Sunlight

The 4.5cm/1.8" semi-transmissive LCD monitor can be set at variable angles for convenient shooting from low or high angles and is easy to see, even in bright outdoor conditions.



LCD Rotation

Long Battery Life

The powerful BLM-1 Li-ion Battery (included) lets you take a great number of shots without recharging.

The B-HLD20 Power Battery Holder (optional) extends the number of shots available and features a shutter button and zoom lever for convenient shooting with the camera held vertically.



With B-HLD20 Power Battery Holder

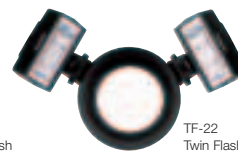
Built-in Flash & Hot Shoe for External Flashes

The Intelligent Variable-power Flash is built in, and includes Auto, Red-eye Reduction, Fill-in, Off, 1st/2nd Curtain Slow Synchronisation, and Slow Synchronisation + Red-eye Reduction. Flash intensity control is available in 1/3 or 1/2 EV steps within ± 2 EV.

The camera is equipped with a hot shoe for connecting an external flash and also works with slave flashes. The powerful optional FL-50, FL-36, or FL-20 Electronic Flash gives you total control over flash output. The TF-22 Twin Flash, RF-11 Ring Flash, FC-1 Macro Flash Controller, and FR-100 Flash Adapter Ring are useful for macro flash shooting.



FL-50 Electronic Flash



TF-22 Twin Flash



FL-36 Electronic Flash



RF-11 Ring Flash

Several Image Recording Options

The camera is compatible with today's popular high-capacity storage media, so you can save images on an xD-Picture Card, CompactFlash, or Microdrive. Images can be saved in RAW, TIFF, or JPEG format, and simultaneous recording of RAW and JPEG images is also possible.

PictBridge Direct Printing & OLYMPUS Master Software

PictBridge compatibility allows you to print out your images directly without using a computer simply by connecting the camera to a PictBridge-enabled printer with the included USB cable. You can also upload your images to a computer by connecting the camera with the USB cable. And the included OLYMPUS Master software* lets you browse, organise, and edit images on your computer.



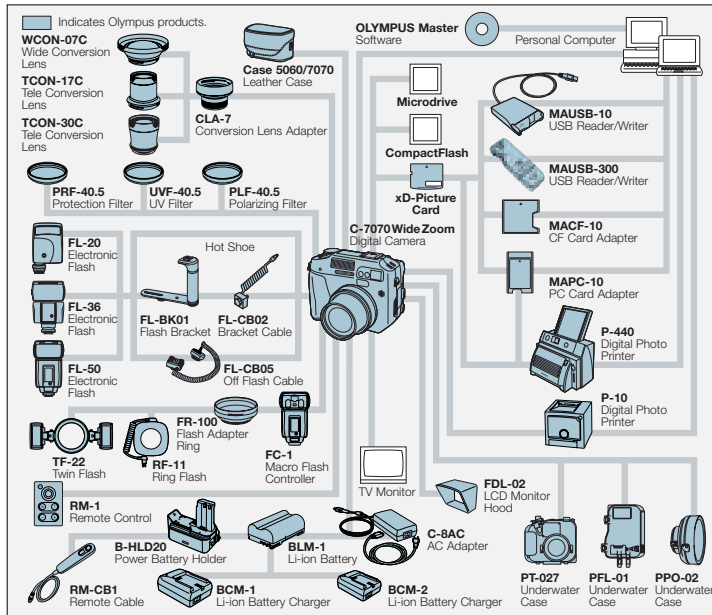
* Compatible OS: Windows 98SE/Me/2000 Professional/XP, Mac OS 10.2 or later; required interface: USB port



5.7mm (27mm on a 35mm camera), 1:4.3, 1/400 sec., 3072 x 2304 pixels, SHQ

All the sample shots in this catalogue were taken with the C-7070 Wide Zoom.

System Chart



Optional Accessories

Conversion Lenses		
WC0N-07C Wide Conversion Lens Shortens the focal length by 0.7 times.		TC0N-17C Tele Conversion Lens Magnifies the focal length by 1.7 times.
		TC0N-30C Tele Conversion Lens Magnifies the focal length by 3 times.
Filters		
CLA-7 Conversion Lens Adapter Required for attaching the WC0N-07C, TC0N-17C, or TC0N-30C to the camera.		PRF-40.5 Protection Filter Protects lens from dust, dirt, and scratches. UVF-40.5 UV Filter Absorbs ultraviolet rays for clear, high-contrast images. PLF-40.5 Polarizing Filter Suppresses reflections such as from glass and water.
		
Flash Accessories		
FL-20 Electronic Flash Compact and high-power flash with GN 20.		FL-36 Electronic Flash High-power flash with GN 36 for TELE, 20 for WIDE.
		FL-50 Electronic Flash High-power flash with GN 50 for TELE, 28 for WIDE.
		
FL-BK01 Flash Bracket For connecting the FL-20/FL-36/FL-50 Electronic Flash to the camera.	FL-CB02 Bracket Cable For connecting the FL-BK01 Flash Bracket to the camera's hot shoe.	FL-CB05 Off Flash Cable For connecting the FL-20/FL-36/FL-50 Electronic Flash to the camera's hot shoe.
		
STF-22 Twin Flash Set For macro flash photography. Includes the STF-22 Twin Flash* and FC-1 Macro Flash Controller. *Separate purchase possible.	SRF-11 Ring Flash Set For shadow-free macro photography. Includes the SRF-11 Ring Flash* and FC-1 Macro Flash Controller. *Separate purchase possible.	FR-100 Flash Adapter Ring Enables the STF-22 Twin Flash or SRF-11 Ring Flash to be attached to the camera lens.
Remote Operation		Power Supply
RM-1 Remote Control For using a variety of functions from a distance.		RM-CB1 Remote Cable Cable release to connect with the B-HLD20 Power Battery Holder.
		C-8AC AC Adapter For extended use of the camera.
		
BLM-1 Li-ion Battery Rechargeable lithium-ion battery.	BCM-1 Li-ion Battery Charger High-speed battery charger for the BLM-1 Li-ion Battery.	B-HLD20 Power Battery Holder Features a shutter button and zoom lever. Holds extra BLM-1 Li-ion Battery.
Memory Related Products		
xD-Picture Card Ultra-small memory card. (16, 32, 64, 128, 256, 512 MB, 1 GB*)		MAUSB-10 USB Reader/Writer For easy and fast data transfer from an xD-Picture Card/SmartMedia card to a PC/Macintosh with a USB port.
		MAUSB-300 USB Reader/Writer For high-speed data transfer from an xD-Picture Card to a PC/Macintosh with a USB port.
		
MACF-10 CF Card Adapter For using an xD-Picture Card with digital cameras or computers with a CF card slot.	MAPC-10 PC Card Adapter For easy and fast data transfer from an xD-Picture Card/SmartMedia card to a PC/Macintosh with a PC card slot.	FDL-02 LCD Monitor Hood Blocks bright light from reaching the LCD monitor.
Protectors		
		
PT-027 Underwater Case Protective case for the C-7070 Wide Zoom. (Camera sold separately.)	PFL-01 Underwater Case Protective case for the FL-20 Electronic Flash. (Flash sold separately.)	PPO-02 Underwater Case Protective case for use with the PT-027 Underwater Case when the WC0N-07C Wide Conversion Lens is attached to the C-7070 Wide Zoom.
Printers		Camera Case
		
P-440 Digital Photo Printer High image quality, high-speed printer capable of up to A4-size prints. Dye-sublimation printing.	P-10 Digital Photo Printer PictBridge-compatible printer for direct printing without a computer. Dye-sublimation printing.	Case 5060/7070 Leather Case Durable camera case to protect the camera from damage.

C-7070 Wide Zoom Digital Camera Specifications

Recording system	Still image: RAW, TIFF, JPEG with DCF (Design rule for Camera File system), Exif 2.2, PRINT Image Matching II, DPOF (Digital Print Order Format) support. Movie: QuickTime Motion JPEG support Audio: WAVE format support
Memory	xD-Picture Card (16, 32, 64, 128, 256, 512 MB, 1 GB*), CompactFlash Type I / II (up to 8 GB), Microdrive** (512 MB - 8 GB) ** Data can be lost or damaged if a Microdrive is hit or dropped. An xD-Picture Card or CompactFlash is recommended for important pictures.
No. of effective pixels	7.1 megapixels
Image pickup element	1/1.8" CCD solid-state image pickup device, total 7.4 megapixels
Recording image sizes & approx. no. of storable frames (When using a 32 MB xD-Picture Card without sound recording)	3072 x 2304 pixels - RAW: 3, TIFF: 1, SHQ: 6, HQ: 18 3072 x 2048 pixels (3:2*) - SHQ: 6, HQ: 20 2592 x 1944 pixels - TIFF: 2, SQ1 (High): 8, SQ1 (Normal): 25 2288 x 1712 pixels - TIFF: 2, SQ1 (High): 11, SQ1 (Normal): 32 2048 x 1536 pixels - TIFF: 3, SQ1 (High): 13, SQ1 (Normal): 40 1600 x 1200 pixels - TIFF: 5, SQ1 (High): 22, SQ1 (Normal): 64 1280 x 960 pixels - TIFF: 8, SQ2 (High): 34, SQ2 (Normal): 99 1024 x 768 pixels - TIFF: 13, SQ2 (High): 53, SQ2 (Normal): 153 640 x 480 pixels - TIFF: 33, SQ2 (High): 132, SQ2 (Normal): 331 * 3:2 is the same vertical-horizontal ratio as 35 mm film.
Lens	Olympus lens 5.7 - 22.9mm, 1:2.8 - 4.8, 8 elements in 7 groups (equivalent to 27 - 110mm on a 35mm camera)
Optical zoom	1 - 4X (up to 20X with 5X digital zoom)* * Using a tripod is recommended during super-telephoto shooting.
Focusing	Dual Autofocus system (contrast detection system, phase-difference detection system) iESP AF/Spot AF: Normal mode: 80cm - ∞ Macro mode: 20 - 80cm Super Macro mode: as close as 3cm (focal length fixed) Manual focus: 20cm - ∞ Fulltime AF, Predictive AF possible, AF target mark shift possible, AF illuminator built in
Sensitivity	Auto, and settings equivalent to approx. ISO 50, 100, 200, 400
Photometric system	Digital ESP light metering, Centre Weighted Average light metering, Spot light metering (metering target mark shift possible), Multi light metering
Exposure control	Programme Auto, Aperture Priority Auto, Shutter Priority Auto exposure modes Aperture Priority Auto: 1:2.8 - 11 (Wide), 1:4.8 - 11 (Tele) Shutter Priority Auto: 16 - 1/4,000 sec. (used with mechanical shutter) Manual exposure mode: 1:2.8 - 11 (Wide), 1:4.8 - 11 (Tele), 16 - 1/4,000 sec. AE lock: available except with Manual exposure mode Compensation: within ±2 EV in 1/3, 1/2 EV steps Auto bracketing: 3 or 5 frames within ±2 EV in 1/3, 2/3, 1 EV steps Histogram available (Histogram target mark shift possible) Overexposed/Underexposed Area Display available
White balance	iESP II full auto TTL, One-touch, Preset (daylight, overcast, sunset, shade, tungsten, 4 types of fluorescent light), Custom Compensation: 15 levels
Sequence modes	High speed: up to 2 pictures at 2.3 frames per sec. in HQ mode Normal speed: up to 10 pictures at 1.4 frames per sec. in HQ mode
Shooting modes	Programme Auto, Aperture Priority Auto, Shutter Priority Auto, Manual, Scene Programme (Portrait, Sports, Landscape Portrait, Landscape, Night Scene, Under Water Wide, Under Water Macro), My Mode, Movie
Movie recording (When using a 32 MB xD-Picture Card)	640 x 480 pixels, 25 fps (SHQ): approx. 20 sec. with sound, 20 sec. w/o sound 640 x 480 pixels, 12.5 fps (HQ): approx. 41 sec. with sound, 42 sec. w/o sound 320 x 240 pixels, 25 fps (SQ1): approx. 56 sec. with sound, 57 sec. w/o sound 320 x 240 pixels, 12.5 fps (SQ2): approx. 111 sec. with sound, 115 sec. w/o sound
Image adjustment	Sharpness ±5, Contrast ±5, Saturation ±5, Hue ±5, Scene Preset (Portrait, Landscape, Night Scene)
Special functions	Black & White and Sepia effects, Panorama shooting (available with an Olympus xD-Picture Card and OLYMPUS Master software), Grid Lines Display function
Image editing	Resizing, Trimming, Red-eye Fix, Raw Data Editing
Viewfinder	Optical real-image viewfinder
LCD monitor	4.5cm / 1.8" semi-transmissive TFT colour swivel Sunshine LCD, approx. 130,000 pixels
Still image playback	Single Frame, Index (4, 9, 16 frames), Slideshow, Close-up (up to 7X), Rotation, Histogram, sound playback possible
Movie playback	Normal, Frame by Frame, sound playback possible
Flash working range	Wide: approx. 0.8 - 3.7m / Tele: approx. 0.8 - 2.2m
Flash modes	Auto (automatic flash activation in low light and backlight), Red-eye Reduction, Off (no flash), Fill-in (forced activation), 1st/2nd Curtain Slow Synchronisation, 1st Curtain Slow Synchronisation + Red-eye Reduction Flash intensity control: available in 1/3 or 1/2 EV steps within ±2 EV Slave function: 10 levels of output External flash can be attached
Selftimer	Electronic selftimer with 12 sec. delay
Calendar system	Up to 2099, recorded with picture data simultaneously
PictBridge	Compatible
External connectors	DC-IN jack, USB connector, AV output connector, hot shoe
Power supply	Exclusive lithium ion battery, optional AC adapter
Dimensions	116 (W) x 87 (H) x 65.5 (D) mm (excluding protruding parts)
Weight	433g (without batteries/card)

- QuickTime is a trademark of Apple Computer, Inc.
- All other company and product names are registered trademarks and/or trademarks of their respective owners.
- The pictures in this catalogue of the LCD monitors and the print sample are simulated.
- Specifications and appearances are subject to change without any notice or obligation on the part of the manufacturer.

*Available in early 2005.