


Selfie Is Casio!

This year marks the 20th year since Casio released its embodiment of "Visual Communication", the QV-10, the world's first* compact digital camera with a built-in LCD screen. Casio has since released many products based on its developmental concept of "Amazing Gear", advancing ideas for cameras that are outside the norm. From this background comes the EXILIM TR, a camera that meets the needs of women who want to create beautiful selfies. The EXILIM TR has been well received by a great number of users, and has even been called the Ultimate Selfie Tool.

Now, beginning with Make-up Mode, Casio's unique technology for seeking a woman's ultimate beauty, Casio is making daily advances in functionality, performance, and design that are oriented around taking selfies. Casio's product lineup contains a diverse array of products that meet the need for different types of selfie styles.



With a focus on selfies, Casio is making its visual communication tools more fun to use than ever before.

*Among LCD-equipped consumer digital cameras weighing less than 280 grams (Casio data).


Ultimate Beauty

TR Series

Travel Selfie

ZR Series




Kawaii Selfie

MR Series




Premium Selfie

EX Series




Active Selfie

FR Series



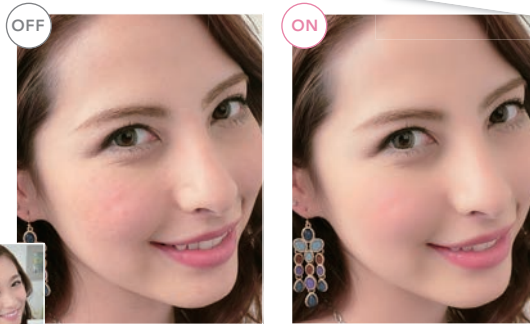
Original technology and design to achieve the ideal selfie

BEAUTY

Demand beauty from your selfies

Achieve your ideal expressions of beauty
[Make-up Mode*1]

For smoother skin and a more beautiful expression. Users can also adjust the color tone and smoothness of their skin while looking at the screen, to achieve whatever type of beauty they want.

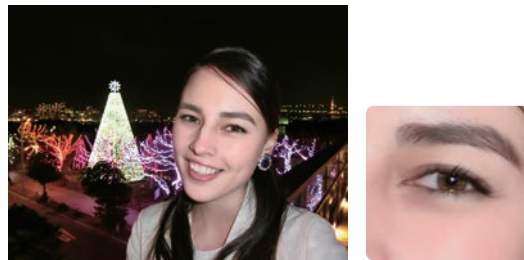


Support for taking beautiful selfies [EXILIM Engine HS Ver. 3*2]

Cutting-edge, high-speed technology made possible through the use of dual image processing circuits provides support for the scenes you want to photograph. Achieve even more beautiful selfies.

Take great photos, anytime, anywhere [High-performance lens and sensor*3]

Users can achieve bright and clear images, regardless of whether they are in a dark location or whether the scene is backlit. The substantially improved selfie image quality shows very fine details, such as individual eyelashes.



*1: [TR/ZR series] Skin Tone: Light 1 to 6 / 0 / Tan 1 to 6, Smooth Skin: 0 to 12 [MR series] Skin Tone: Light 1 to 6 and 0, Smooth Skin: 0 to 12 [EX series] Make-up level: 0 to 12 [FR Series] Make-up Mode ON / OFF

*2 Supported models: TR/ZR/EX series. For the EX series, the EXILIM Engine HS, Ver. 3 ADVANCE *3: Supported models: TR60, ZR3500, EX series

CONNECTIVITY

Automatically send photos to your smartphone

Automatically start sending photos to your smartphone, right when you take them [EXILIM Auto Transfer]



Send the photos you take with your camera to your smartphone automatically. Check your photos on your smartphone and share them in albums in the cloud or on SNS sites.

* Supported models: ZR3500, ZR2000, TR60 (other models support Wi-Fi only)



Our smartphone app EXILIM Connect must be installed in advance and the camera and smartphone paired.

*Requires a smartphone compatible with Bluetooth® Smart. *May not work with some smartphones or in some connection environments.

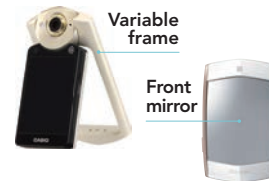
USABILITY

An original style, perfect for selfies

Freeform photography

[Designed specifically for selfies]

• TR series, MR series



Easy selfies

[Tilting LCD style]

• ZR series, EX series

Tilting LCD

Front shutter button



Multiple angles

[Split style]

• FR series

Camera unit

Controller unit



The EXILIM TR series uses the "Element Design" approach, which allows the lens, LCD, and frame to move freely, making this series ideal for taking selfies. The first model of the series was the TR100 (2011).



Travel Selfie

ZR Series



Perfect for vacations or leisure

ZR3500



YE (Yellow)



PK (Pink)



BE (Beige)



WE (White)

Enjoy selfies on vacation or during your leisure time with a tilting LCD style. Take gorgeous photos that you can share easily with this comprehensive model.

Selfies for fun with friends and family

Take hands-free photos easily by using the Motion Shutter. Front Shutter offers a convenient way to take photos by holding the camera up vertically in one hand. You can make your skin look even more beautiful with Make-up Plus that makes use of the high-performance lens and highly sensitive sensor. A 12x zoom feature comes in handy when you're traveling.



▲ Motion Shutter

Share memories from a trip right away!

● ZR3500, ZR2000



With EXILIM Auto Transfer, captured images are automatically transferred to your smartphone, right when you activate the shutter button. This allows you to immediately upload your photos to SNS sites.



ZR2000

Features an anti-shake lens and 18x optical zoom.



EO (Orange)



BE (Blue)



SR (Silver)

ZR50

A compact model that is easy to carry around with you.



PK (Pink)



BN (Brown)



WE (White)