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Samsung Launches the NX11: the Latest NX System Camera and Lens Line Up

Create high quality images with the camera's easy-to-use i-Function lens



CES, Las Vegas – January 3, 2011 - Samsung Electronics Co., Ltd, a global leader in digital media and digital convergence technologies, has announced the launch of the NX11 - the latest addition to the highly successful NX family of cameras. The NX11 is an upgraded model based on the NX10, compatible with the new i-Function lens, introduced for the NX100. The NX11 will come complete with an 18-55mm i-Function lens, as well as two new i-Function lenses, a 20mm pancake and a 20-50mm zoom silver color lens. The launch reinforces the company's commitment to leading innovation in the compact system camera market.

The i-Function lens puts the perfect picture at the fingertips of all photographers by providing an exceptionally easy way of controlling the camera. Because a typical camera user wraps their hand around the lens when using the camera, the new i-Function system means that photographers can naturally use their left hand to change settings through a button built into the i-Function lens, without the need to take the camera off the target. Users can toggle between shutter speed, aperture, EV, WB, and ISO quickly and easily by simply using the i-Function button and ring on the lens, resulting in easier and quicker configuration while shooting.

The NX11 also has a focus on usability, with a change in the grip design to make shooting easier and more comfortable. Additionally, it has a lens priority mode dial, to simplify searching for the best mode for

each lens. The camera also includes a convenient, one-touch i-Function button that activates common shooting controls like aperture, shutter speed, ISO and white balance, meaning easier and quicker configuration while shooting. The camera makes taking great landscape scenes or pictures of large groups simple by featuring a panorama mode, which allows the user to take panoramic pictures in one press-and-sweep motion. As with the NX10, the NX11 uses the best in class APS-C sensor for high image quality. The APS-C sensor is larger than Micro 4/3 and the larger sensor delivers high quality images, easily.

Mr. Hyunho Chung, Executive Vice President and Head of the Digital Imaging Business, Samsung Electronics, said: “Today’s launch is important for Samsung in reinforcing our position as a leading innovator in the digital camera market and for showing our innovation in the compact system camera market. The NX11, while offering the best features of the NX10, has an upgraded design and the additional i-Function capability with more lenses. The launch of our next offering in the NX range also demonstrates our commitment to our customers, by producing user driven innovation in the form of easy-to-use functions and upgraded customisation.”

Alongside the built-in flash and built-in electronic VGA (640x480) viewfinder, the NX11 has a 3.0” AMOLED screen. The AMOLED screen reduces the glare from sunlight so the user can see their images under any lighting conditions, including sunlight. The user can also get a more vivid, clearer image through enhanced colour reproduction. The NX11 also provides high quality video with 720p HD recording, and its large APS-C sensor allows videos to be recorded with a shallow depth of field.

-ENDS-

Specifications*:

	NX11
Image Sensor	23.4x15.6mm CMOS Approx. 14.6 Megapixels
Lens	Samsung NX Mount Samsung Lenses for Samsung NX Mount
Image Stabilisation	Lens Shift (depends on Lens)
Dimensions and weight	123 x 87 x 39.8mm (excluding the projecting part) 353g (without battery and card)

Additional features	<ul style="list-style-type: none"> • Super sonic drive • 3.0" AMOLED • EVF VGA (640x480) 921k dots equiv. • Multi : Normal 15points, Close Up 35points • Face Detection : Max. 10faces • Electronically controlled vertical-run focal plane shutter • Metering : Multi, Center-weighted, Spot • TTL Auto Pop-up flash • Smart Flash, Auto, Auto + Red-eye reduction, • 28mm wide-angle coverage (Equivalent to 35mm) • Samsung External Flash available (SEF-42A, SEF-20A, SEF15A : Optional) • Hot Shoe • Smart Auto, Lens Priority, Program, Shutter Priority AE, Aperture Priority AE, Manual, Sound Picture, Panorama, Scene, Movie • Beauty shot, Children, Close Up, Text, Sunset, Dawn, Backlight, Fireworks, Beach & Snow, Night, Portrait, Landscape, Sports • RAW : 14M (4592x3056) • Super fine , Fine, Normal • High Definition Movie Recording with MP4 (H.264) • Frame rate - 30fps
Price	To be confirmed closer to local launch.
Availability	Q1, 2011 in Australia

SAMSUNG 20-50mm Black, Silver	
Category	
Lens Name	SAMSUNG 20-50mm F3.5-5.6 ED Black/Silver
Focal Length	20 - 50mm (equivalent to 30.8-77mm in 35mm format)
Elements in Groups	9 elements in 8 groups (1 Aspherical lens, 1 Extra-low Dispersion len)
Angle of View	70.2°- 31.4°
Aperture	F3.5 - 5.6 (Min. F22), (Number of Blades : 7 , Circular Aperture Diaphragm)
Mount Type	Samsung NX Mount
Optical Image Stabiliser	No
Minimum Focus Distance	0.28m
Maximum Magnification	Approx.0.22X
i Scene	Beauty, Portrait, Children, Backlight, Landscape, Sunset, Dawn, Beach&Snow, Night
Lens Hood	No
Filter Size	40.5mm

Max. Diameter x Length	64 x 39.8mm
Weight	Approx. 119g (without hood)
Operating Temperature	0 ~ 40°C
Operating Humidity	5 ~ 85%
Special features	i-Function
	World's first under 40mm length

SAMSUNG 20mm Black, Silver	
Category	
Lens Name	SAMSUNG 20mm F2.8 Black/Silver
Focal Length	30mm (equivalent to 30.8mm in 35mm format)
Elements in Groups	6 elements in 4 groups (1 Aspherical lens)
Angle of View	70.2°
Aperture	F2.8 (Min. F22), (Number of Blades : 7 , Circular Aperture Diaphragm)
Mount Type	Samsung NX Mount
Optical Image Stabiliser	No
Minimum Focus Distance	0.17m
Maximum Magnification	Approx. 0.18X
i Scene	Night, Landscape, Sunset, Dawn, Backlight, Beach&Snow
Lens Hood	No
Filter Size	43mm
Max. Diameter x Length	62.2 x 24.5mm
Weight	Approx. 89g (without hood)
Operating Temperature	0 ~ 40°C
Operating Humidity	5 ~ 85%
Special features	i-Function
	Minimum focus distance (0.17m)

SAMSUNG 18-55mm i-Function	
Lens Name	SAMSUNG 18-55mm F3.5-5.6 OIS i-Function
Focal Length	18 - 55mm (equivalent to 27.7-84.7mm in 35mm format)
Elements in Groups	12 elements in 9 groups (1 Aspherical lens)
Angle of View	75.9° - 28.7°
Aperture	F3.5 - 5.6 (Min. F22), (Number of Blades : 7 , Circular Aperture Diaphragm)
Mount Type	Samsung NX Mount
Optical Image Stabiliser	Yes
Minimum Focus Distance	0.28m
Maximum Magnification	Approx. 0.22X
Lens Hood	Included
Filter Size	58mm
Max. Diameter x Length	63 x 65.1mm
Weight	Approx. 198g (without hood)
Operating Temperature	0 ~ 40°C
Operating Humidity	5 ~ 85%

**All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

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Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 174,000 people in 193 offices across 66 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognised as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.au