

WHEN YOU'RE TRYING TO CRAM THOSE LAST ITEMS INTO YOUR TRAVEL BAG, YOU SHOULDN'T HAVE TO CHOOSE BETWEEN YOUR MP3 PLAYER AND YOUR CAMERA. WE MAKE POINT-AND-SHOOTS THAT FIT YOUR LIFESTYLE AS NEATLY AS THEY SLIDE INTO A POCKET. OUR A30 IS LIKE TWO CAMERAS IN ONE. IT HAS MECHANICAL SHAKE REDUCTION FOR TAKING GREAT STILL PHOTOS OF YOUR VACATION AND CAPTURES MOVIES IN THE DIVX FORMAT. IF YOUR VACATION INVOLVES WATER, THE W30 LETS YOU SNAP AWAY DOWN TO TEN FEET DEEP FOR TWO HOURS. AND A SUPER MACRO MODE LETS YOU FOCUS ON SUBJECTS LESS THAN AN INCH AWAY—SO YOU CAN GET AS CLOSE TO THAT SHARK AS YOU WANT. BUT IF YOU JUST WANT TO DITCH YOUR READING GLASSES, THE T30 HAS A THREE-INCH LCD TOUCH DISPLAY THAT LETS YOU DRAW ON PHOTOS WITH A STYLUS. AND IT'S LESS THAN AN INCH THICK. DON'T OVERLOOK THE SLEEK M30. IT'S JUST .7 INCHES THIN AND HAS AN EASY-TO-USE MODE PALETTE. ALL FOUR OPTIOS HAVE DIGITAL SHAKE REDUCTION AND FACE RECOGNITION THAT AUTOMATICALLY ADJUSTS FOCUS AND EXPOSURE. SO WHETHER YOU'RE LOOKING FOR AN UNDERWATER COMPANION, A "NO SQUINTING REQUIRED" LCD OR 15 MINUTES OF FAME ON YOUTUBE, WE'VE GOT YOUR CAMERA.



Optio A30



Optio T30



Optio W30



Optio M30

PENTAX[®]
Essential to the experience.