

OLYMPUS®

CAMEDIA® C-740 ULTRA ZOOM

Unparalleled power and control with remarkable ease. An amazing 10x optical/30x total seamless zoom with ED elements lets you capture moments you've never seen before. And with a variety of exposure controls, a 3.2 megapixel CCD and more, those moments are always sharp and vibrant. All in a compact, stylish camera you can take anywhere. Nothing's impossible.



olympusamerica.com/c-740

Powerful, Versatile 30x Total Zoom You've never been this close. A powerful new 10x optical zoom lens gives you the flexibility to get exactly the shot you want, from sweeping landscapes to extreme close-ups. There's even a 3x digital zoom to give you the added range of a remarkable 30x total seamless zoom.

ED Lens Elements ED glass elements ensure crisp detail and vibrant color from edge to edge.

3.2 Megapixel CCD (Effective) Detailed prints 8" x 10" and larger. Small images for e-mail. Enjoy total flexibility.

Full Control Manual control. Aperture priority. Shutter priority. Full auto. Six Scene Programs. Four customizable My Modes. Take your pick, then take the shot.

Exclusive TruePic™ Technology Uses all pixels at all resolutions, for unmatched detail even at lower resolution settings.

Auto-Connect USB Connects to nearly any USB computer automatically, including Windows XP and Mac OS X systems.

QuickTime® Movies Instead of sending postcards, e-mail everyone a video of the surf crashing below your balcony.

Fantastic Features Use Super Macro mode to get as close as 1.2". Or Optimum Image Enlargement mode for poster-size prints. An intuitive menu system makes every adjustment easy.



▶ A newly designed Olympus 10x optical zoom lens with ED elements lets you get closer than ever with amazing sharpness and detail.



CAMEDIA C-740 ULTRA ZOOM Specifications

Stock No. 225385

CCD Imager	3.18 megapixel effective 3.34 megapixel gross 1/2.5" (40") CCD
Lens	Olympus aspherical glass 10x zoom lens 6.3 – 63mm (38 – 380mm equivalent in 35mm photography), 11 lenses in 7 groups
Digital Zoom	Seamless to 30x (10x optical and 3x digital combined)
Aperture Range	f2.8/f3.7 – f8
Shutter Speeds	1/1000 sec. – 16 sec.
ISO	Auto, 100, 200, 400 (equivalent)
Recording Modes	Still image: EXIF 2.2 JPEG, DCF (Design rule for Camera File system), PRINT Image Matching II Movie mode: QuickTime motion JPEG
Optimum Image Enlargement (OIE)	Available 3200 x 2400 image size interpolated from maximum optical CCD resolution of 2048 x 1536
Adjustable Resolutions	3200 x 2400 TIFF, JPEG (SHQ, HQ) Optimum Image Enlargement mode 2048 x 1536 TIFF, JPEG (SHQ, HQ) 2048 x 1360 (3:2 format) JPEG (SHQ, HQ) 1600 x 1200 TIFF, JPEG SQ1 (High, Normal) 1280 x 960 TIFF, JPEG SQ1 (High, Normal) 1024 x 768 TIFF, JPEG SQ2 (High, Normal) 640 x 480 TIFF, JPEG SQ2 (High, Normal)
QuickTime Movie	33 sec. at 15 fps in 320 x 240 HQ mode 148 sec. at 15 fps in 160 x 120 SQ mode
TruePic	Uses all pixels at all resolutions, Pixel micro-smoothing
Noise Reduction	Mode available at shutter speeds of 1 second or longer
Pixel Mapping	Automatic Pixel Mapping (APM) available via menu setting
DPOF (Digital Print Order Format)	Print reserve (single, all, number of copies), Date or time
Image Shooting Effects	Black and white, Sepia, White board, Black board, 2-in-1 shooting mode
Edit Effects	Still image: Resize, Trimming Movie: Edit, Index
Panorama	Up to 10 frames automatically stitchable with CAMEDIA Master software when using Olympus brand xD-Picture Card™
Sequence	2.6 frames per second burst up to 12 frames in HQ mode
Viewfinder	.44" (1.1 cm) electronic viewfinder (approx. 180,000 pixels)
LCD	1.5" (3.8 cm) low-temperature poly-silicon LCD (approx. 110,000 pixels)
Focusing System	IESP multi-pattern AF (autofocus) TTL system (contrast detection), Spot AF, Selective AF area, Full-Time AF, Manual focusing by gauge
Focusing Ranges	Normal mode: 24" (60 cm) – infinity Macro mode: 2.8" – 24" (7 cm – 60 cm) Super Macro mode: 1.2" – 2.8" (3 cm – 7 cm)

Exposure Control	Program auto/Aperture priority/Shutter priority: f2.8 – f8, 1/1000 sec. – 1/2 sec. Manual: f2.8 – f8, 1/1000 sec. – 16 sec.
Exposure Compensation	± 2 steps EV by 1/3-stop settings, Auto bracketing up to 5 images
Scene Programs	Portrait, Self-portrait, Landscape, Landscape-portrait, Night scene, Sports, 4 My Mode settings (customizable)
Metering System	Digital ESP multi-pattern, Spot, Multi-spot, AE lock, Histogram
White Balance System	IESP multi-pattern auto TTL, One-touch, Pre-set manual (Daylight, Overcast, Tungsten, 3 Fluorescent settings), Manual (-7 red to +7 blue)
Image Adjustments	Sharpness, Contrast, Saturation, Each adjustable +/- 5 steps
Flash	Built-in flash
Flash Modes	Auto for low and backlight Red-Eye Reduction Fill-In Slow Shutter Synchronized (1st curtain and 1st curtain with Red Eye Reduction) Off
Flash Working Range	Wide: 23" – 16.7' (0.6 m – 5.1 m), Tele: 23" – 12.4' (0.6 m – 3.8 m)
Flash Charging Time	Approx. 6 seconds at normal temperature with fully charged battery
Removable Media	3V (3.3V) xD-Picture Card, 16MB card included
Selftimer	12-second delay
Settings Memorization	On/Off (Hold changes/Reset to default settings)
Outer Connectors	USB connector (Auto-Connect), Video out, DC input
Auto-Connect USB	Compatible with Windows 98 rev2/ME/2000 Pro/XP and Mac OS 8.6 – OS X 10 and higher Windows 98 rev2 driver provided on CD Mac OS 8.6 requires USB mass storage driver 1.3.5 available at apple.com Downloading to computer without USB port possible with optional card reader
Image Playback	Still image: Single frame, Index display, up to 4x enlargement, Slide show, Scene rotation, Histogram Movie: Normal, Frame-by-frame
Operating Environment	Operation: 32° – 104°F (0° – 40°C) 30 – 90% humidity Storage: -4° – 140°F (-20° – 60°C) 10 – 90% humidity
Power Supply	2 x LB-01 (CR-V3) lithium batteries (included) 4 x AA alkaline batteries 4 x AA NiMH rechargeable batteries 4 x AA lithium batteries C-7AU AC adapter (optional)
Date/Time Calendar	Simultaneous recording into image data, Automatic up to year 2099
Size	4.2" W x 2.6" H x 2.7" D (107.5 x 66 x 68.5 mm) excluding protrusions
Weight	10.4 oz. (295 g) without battery and xD-Picture Card

Available Accessories

Product Number	UPC 050332-	Accessory
200800	295759	B-50SU Quick NiMH Battery and Charger Set
200795	295742	B-60SU Overnight NiMH Battery and Charger Set
200728	123502	B-01 4PE NiMH Battery (4 Battery Cells)
200656	131347	LB-01 2PU CR-V3 Lithium Battery 2-Pack
200685	294707	C-7AU 110V AC Adapter Blister Pack
200538	123410	C-6AE 220V AC Adapter
200862	140578	TCO-17 1.7x Tele Converter Lens
200864	140547	WCO-07 .7x Wide Converter Lens
200713	125773	MCO-40 Macro Lens
200756	134607	LA-4 Lens Adapter Tube (CLA-4)
200830	139138	MAUSB-10 xD-Picture Card/SmartMedia USB Reader/Writer
200837	139512	MACF-10 xD-Picture Card/CompactFlash Adapter
200835	139145	MAPC-10 xD-Picture Card/SmartMedia PCMCIA/PC Card Adapter
200840	139084	xD-Picture Card 16MB
200841	139091	xD-Picture Card 32MB
200842	139107	xD-Picture Card 64MB
200843	139114	xD-Picture Card 128MB
200844	139565	xD-Picture Card 256MB
200845	296473	xD-Picture Card Media Wallet
200776	136205	CB-USB4 Auto-Connect USB Cable (replacement)
200529	124004	CB-VC1 Digital Camera Video Cable (replacement)
200784	295643	Digital Camera Gadget Bag
200807	296060	C-Series 2-Year Extended Warranty

Memory Card Storage Capacity

Quality	Pixel Resolution	16MB xD-Picture Card™ (included)	256MB xD-Picture Card™
OIE: SHQ, HQ	3200 x 2400*	2, 8 shots	45, 136 shots
3:2 TIFF, SHQ, HQ	2048 x 1360	1, 8, 22 shots	31, 138, 363 shots
TIFF	2048 x 1536 to 640 x 480	1 – 16 shots	27 – 270 shots
SHQ, HQ	2048 x 1536	8, 20 shots	140, 326 shots
SQ1 (High, Normal)	1600 x 1200, 1280 x 960	11 – 49 shots	181 – 799 shots
SQ2 (High, Normal)	1024 x 768, 640 x 480	26 – 165 shots	431 – 2663 shots
HQ	320 x 240 15 fps movie	33 sec. max per movie	33 sec. max per movie
SQ	160 x 120 15 fps movie	148 sec. max per movie	148 sec. max per movie

All capacity figures are approximate. *Optimum Image Enlargement resolution is interpolated from maximum optical resolution of 2048 x 1536.

Package Contents

- CAMEDIA C-740 Ultra Zoom Digital Camera
- 16MB xD-Picture Card™
- (2) LB-01 CR-V3 Lithium Battery Packs
- Digital Camera Win/Mac USB Cable
- Video Cable
- Wrist Strap
- Quick Start Guide
- Printed Instruction Manual
- Warranty Card
- CD-ROM: CAMEDIA Master Software, Adobe Acrobat® Reader, Windows 98 Rev 2 Driver, Camera Reference Manual