

Classic and refined: the new E1403 digital camera from SANYO

A host of functions offering optimum value for money

Munich, 28 June 2010 ---- The new VPC-E1403 digital camera from SANYO exudes pure style in its shimmering metal housing. Its slim and compact dimensions (99 x 56.8 x 18.8 mm) mean it is always close at hand to capture those magic moments. The 14-megapixel resolution ensures every detail is caught to precision. The E1403 also cuts a fine figure when filming, recording videos in high definition at 720p, while the large 3 inch TFT LC colour display is ideal for reviewing images.

Refinement in detail

The E1403 from SANYO takes pictures in loving detail at resolutions of up to 14 megapixels. The compact camera also features an HD video function to record films in 720p (1,280 x 720 pixels, 30 fps). Plus, the 3x optical zoom brings even distant objects crystal-clear to the 3 inch TFT LC colour display. A host of macros with preset parameters for landscapes, sports or fireworks ensure that whatever the theme, it appears in its true light. Smile and blink recognition are included for perfect portraits. That's because the E1403 recognises smiling faces itself and takes the snap automatically, without you having to press the release. If someone blinks when the shutter closes, the photographer is alerted by the blink recognition and can take another shot. The digital image stabiliser cancels out blurs, and the high light sensitivity of ISO 6400 means the E1403 can overcome unfavourable lighting conditions.

Equipped for photo odysseys

The camera saves your work to an SD or SDHC card and the high-capacity lithium-ion battery inside the E1403 supplies enough power for up to 180 pictures. It is easily connected to a computer with a USB cable and with an AV cable, you can even view your favourite memories on your television too.

Pricing, availability and warranty

The manufacturer's recommended retail price (incl. VAT) for the E1403 is €129. The digital camera in silver (VPC-E1403EX) is on sale as of June. SANYO offers a three-year guarantee on its cameras.

Key technical data at a glance

VPC-E1403

- 14 megapixel stills
- High-definition video clips in 720p (1,280 x 720 pixels, 30 fps)
- 3x optical zoom
- 3 inch TFT LC colour display
- up to ISO 6400
- Digital image stabiliser
- Data storage on SD card, compatible with SDHC cards
- USB and AV ports
- Power supply: Lithium-ion battery
- Weight: 105 g (without battery)
- Dimensions: 99 x 56.8 x 18.8 mm (WxHxD)

- Metal housing
- Compatible with Windows 7

About SANYO:

SANYO Electric Co., Ltd. is a global, leading provider of energy, environment and lifestyle applications. SANYO covers a broad range of products and services such as rechargeable batteries, photovoltaic systems, biomedical equipment, HVAC/R systems, digital imaging devices, home appliances, electronic components and others. For further information, please visit SANYO's web site at <http://sanyo.com/>.

SANYO Sales & Marketing Europe GmbH, headquartered in Munich, was established in 2009 on the basis of the German sales company which had already been set up in 1977 and is a subsidiary of SANYO Electric Co. Ltd. As European headquarters, the company coordinates all marketing and sales activities in Europe for the energy solutions business as well as the product ranges projectors, LCD monitors, consumer electronics, digital imaging and voice recorders, in addition to security and surveillance technology.

The Digital Imaging division has been represented successfully on the European market since 2003 under the brand Xacti. Xacti Dual Cameras are synonymous with compact and innovative design of a high technological standard. SANYO was, for example, the first manufacturer to launch a camcorder in vertical form factor onto the market. Since 2009, as pioneer in the SD camcorder sector, SANYO has also been marketing camcorders in the traditional horizontal design. The Xacti line-up includes cameras with a brilliant full HD true progressive resolution, robust waterproof models and lifestyle camcorders in slim design.

Further information on SANYO Sales & Marketing Europe is available online at: www.sanyo.de

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