

By April 2007 Ursache, Gadgets Editor

## **BenQ's Releases The World's Slimmest Digital Camera**

*The T700 is 14,99 mm thick and sports a tiny 1/2.5-inch CCD image sensor*

Taiwan based BenQ claims that they manufactured the world's slimmest digital camera. It's just a few nanometers short of 15 mm (14, 99 mm). Ok, I understand the 99 ending in psychological prices, but why do they have to apply this marketing technique to the dimension factor? Is 15 mm scary? Of course not. And what happened to the 12 mm thick BenQ X720 Digital Camera? Anyway, this is not the result of many focus groups in which some girls were asked if "very thin" is better than "thin". At least BenQ kept the T700 in the "depth" dimension. The (shirt) pocket sized digital camera sports a tiny 1/2.5-inch CCD image sensor (7.2 megapixel) with 3x optical and 4x digital zoom, a 3-inch 230k pixel LTPS LCD touchscreen display and 18MB of built-in memory. An SD memory card slot lets you store up to 2GB of photos. The BenQ T700 measures 91mm x 59mm x 14.9mm and weighs 120g (not including the battery). For combating image blur, which arises due to camera shake, the BenQ T700 also comes with enhancements like S.S.F (Super Shake-Free) system. It can also record films in MPEG-4 at 640 x 480/ 320 x 240 resolutions (30 frames per second VGA video). You'll also be able to choose from four colors: black, silver, red and white. According to Digitimes, the T700 is available now in Taiwan for NT\$10,990 (US\$333). BenQ has upward adjusted its 2007 shipment goal for digital cameras from 60,000 units originally to 100,000, rising by 120% from the shipment volume posted in 2006. As such, BenQ aims to be among the top five brands in the Taiwan market for the year, the company indicated. We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .