

GE brings digital cameras to life

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General Imaging/General Imaging

The GE A730 is an affordable (\$129), entry-level camera in the General Imaging A series. Two AA alkaline batteries power the 7-megapixel camera, which has a 2.5-inch LCD screen, 3x optical zoom with a continues shooting mode at 2.1 fps.



GE is bringing good things to life with digital cameras.

The cameras have joined the company's lines of television and dishwashers under the name General Imaging.

The full line of cameras is packed with digital features often only found at a higher level.

The cameras range from 7-12 megapixels and are priced from \$149 to \$399.

Panoramic stitching, face detection, red-eye removal, MPEG-4 movie recording and image stabilization are standard in the entire line of cameras, which store images on SD and SDHC memory cards.

Image stabilization will help any digital photographer keep photos sharp and clear by automatically correcting camera shake and blurring caused by movement.

With face detection, the camera identifies faces in the scene and automatically exposes and focuses them. This feature works best when the subject is facing the camera and there is a good amount of light in the image.

The A730 is an affordable (\$129), entry-level camera in the General Imaging A series. Two AA alkaline batteries power the 7-megapixel camera, which has a 2.5-inch LCD screen and 3x optical zoom with a continuous shooting mode at 2.1 fps.

The E850 is an intermediate 8-megapixel camera with a 5x optical lens (28mm equivalent wide-angle lens).

The camera operates with a rechargeable Lithium-ion battery and has a 3-inch LCD.

The GE E850 (\$199) is available exclusively at RadioShack until September.

It has shutter speeds up to 1/2000 a second, along with an ISO of 64 to 1600.

GE's X1 digital camera is the top of the line in the current lineup.

Along with the standard GE digital camera features, this 8-megapixel camera has a 12x optical zoom lens (35mm equivalent is 35.5mm-426mm). To go with the focus, the camera has optical image stabilization and a handgrip for steady shooting.

The X1 is expected to be released in the first quarter of 2008 with a price of about \$400.

Tests with both the A730 and the E850 showed that they performed as advertised.

It was easy to navigate through the menus to change shooting modes and settings.

Prints made up to 8x10 were good quality.

www.radioshack.com

www.general-imaging.com

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