

Wired.com – Gear Gallery – GE G1 – Rookie of the Year?

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Gear Gallery: Bright GE Camera, Brawny Toshiba Notebook and More

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General Electric G1— Rookie of the Year?

Can a conglomerate that sells everything from nuclear submarines to network sitcoms bring anything new to the point-and-shoot camera market? Apparently, yes. Say hello to G1, the low-end debut model from GE's new camera division, which manages to stand out in a crowded compact digicam market. Image quality is well above average for its class. The selection and arrangement of controls is smarter and cleaner than most, including a clever, multifunctional zoom wheel. And while clearly geared to the "leave it on auto" crowd, the 7-megapixel G1 contains unexpected goodies such as a "bulb" setting for long exposures and a user-definable time-lapse option. — **David Becker**

WIRED Sharp images. Smart exposure calculations. Pocket-friendly. Well-designed control layout. Effective automatic white balance. Handsome glossy black or steel grey case choices.

TIRED Flash is rather wimpy. Only 3x optical zoom. Black case is a real smudge magnet.

\$200, general-imaging.com



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7.0 мегаріxel G1

3X optical zoom
6.4-19.2mm 1:3.5-4.3