

Your questions answered: Why does TOUGHPIX DIGITHERM only have 5MP?

Since its launch, we have had a few queries as to why we only included a 5MP only sensor in the TOUGHPIX DIGITHERM, while its predecessor the Trident had a 16MP sensor. There are a few reasons for this, and we would like to reassure you that it is fully intentional. Let us elaborate...

Cost

During the process of developing the new camera, we quickly decided that we wanted to make sure it was affordable for all, as this camera is designed to be used by anyone. Therefore, we developed a camera that represented a breakthrough in affordability. Based upon market feedback, we saw the trend for lower cost camera systems becoming real. We found that people had slowed their spending habits on cameras costing £2k and above. Since the camera is not designed to be a high resolution focussed camera we decided to sacrifice the MP quality in place of better functionality – the camera’s main selling point.

Functionality

Since the majority of images are viewed on a computer screen with a resolution of 72 or 96 PPI, any image from a camera with a resolution greater than 3MP will be lost as the image quality exceeds the ability of the screen to display it. The effect of higher resolution sensors only comes into play when the images is printed or blown up. A 5MP image at 300DPI can be printed over 200mm X 150mm without pixelating. The TOUGHPIX DIGITHERM is designed to be a rugged, toolbox camera, not a professional photographer’s camera. It is not intended to compete with the like of a Canon EOS for example; that’s like comparing a tank to a Ferrari. Both get you where you want to be, but with a different set of core values.

Power

We wanted to offer a compact camera with long battery life that was Intrinsically Safe. To do this we had to select components that were part of an optimised solution to get the best image within our power budget. Ever considered what it takes to process the data from five million individual pixels? The more pixels, bigger processor, more power needed, and bigger cost implications both in production and end price. With an Exd design such as the Trident camera, we aren't power limited in the same way, but the trade-off is weight and bulk.

Bottom line - The TOUGHPIX DIGITHERM offers a functional, rugged and intrinsically safe solution to your camera needs, focussing on the features that matter for your environment.