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1- What's in the box

In the packaging you can find the following material:

- theQ Camera
- micro-USB charging cable
- Lens Cloth (same color as the camera)
- Lanyard
- Warranty card
- Booklet

ILLUSTRATION NEEDED
HERE

2- Gettin started!

Step 1: Look for the serial number on the sticker at the end of this booklet or on the back of your new theQ Camera: save it for now, you will need it later!

Step 2: Open up your computer, type in www.theqcamera.com/lab and click sign up!

Step 3: Fill in your details and complete the sign up process until you get to the CAMERA REGISTRATION page.

Step 4: Type in the serial number you found on the back of your camera or on the last page of this booklet and hit register!

Step 5: Switch on theQ

Step 5.1: If the card is invalid or No SIM is inserted, the screen will display an alert message

Step 5.2: If the SIM inserted is valid and working, the screen will display the 3G/2G signal bar within 1 minutes

Step 6: Take your first picture (no worries, this won't go public anyhow)

Step 7: The review screen pops up your picture just taken, now press the save button!

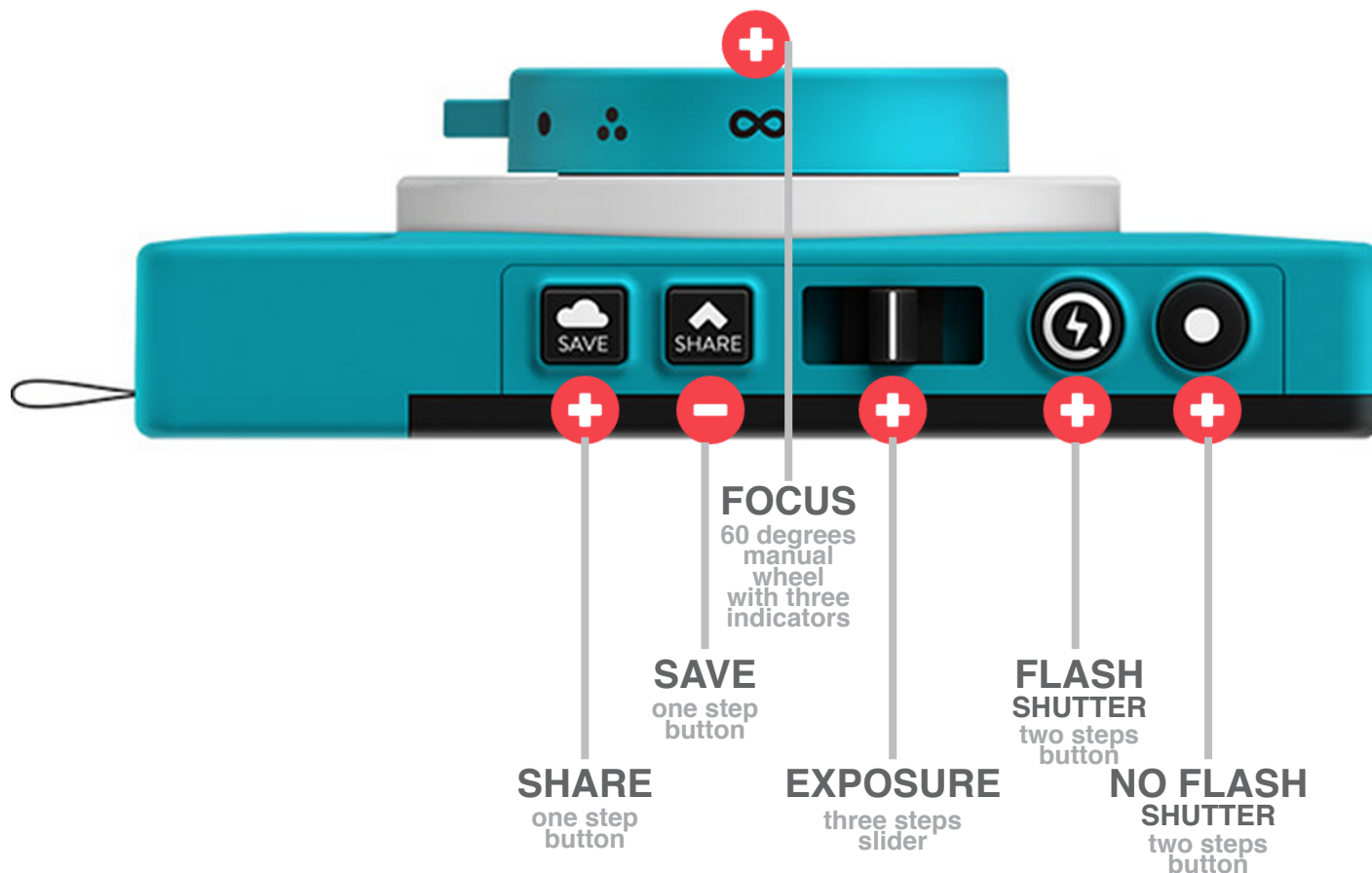
Step 8: Done! Check your camera, you will receive a confirmation message on the screen!

Step 9: Go out and start taking pictures

If you have any problem with the registration process, please visit support.theqcamera.com

ALL STEPS NEED TO BE ILLUSTRATED AS WE DON'T HAVE CONTENT MATERIAL FOR IT

3- Button interface



Main actions

- SHARE**> Save the picture taken last to the cloud and share it to the preselected social networks.
- SAVE**> Save the picture taken last to the cloud.
- EXPOSURE**> The left position adjust Exposure settings (ISO, Aperture and Time) and flash brightness for sunny light conditions, the center one for cloudy light conditions and the right one for night time light conditions.
- FLASH SHUTTER**> Half press (first step) pressure activates the live view functionality on the screen, full press shoot a picture using the flash.
- NO FLASH SHUTTER**> Half press (first step) pressure activates the live view functionality on the screen, full press shoot a picture without using the flash.

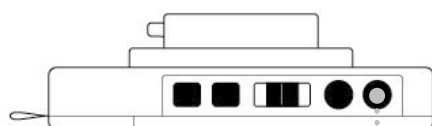
Secondary Actions and Combinations



rotate picture

EXPOSURE SLIDER DURING PICTURE REVIEW

When reviewing a picture on the screen, moving the slider from center to left (sunny) rotate the picture left of 90°, moving the slider from center to right (night) rotate the picture right of 90°. Moving the slider from left or right to center perform no action.

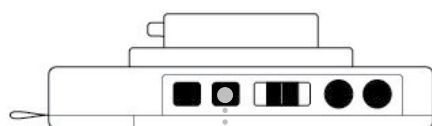


FULL PRESS
for 2 seconds

turn on

NO FLASH SHUTTER FULL PRESS FOR 2 SECONDS

When the camera is off, holding the button for 2 seconds turns the camera on, the camera goes off automatically after 2 minutes of no-use.

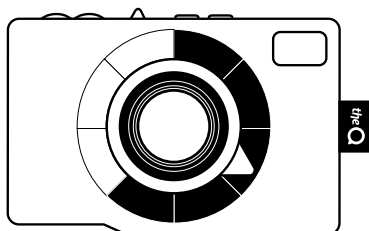


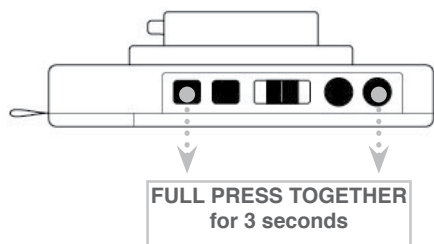
FULL PRESS
when the screen is off

battery indicator

SAVE FULL PRESS WHEN THE SCREEN IS OFF

Shows battery indicator on the ring flash, every LED light up for correspondent 12,5% of battery remaining. Full circle for full power. Shows for 3 seconds then back to normal.

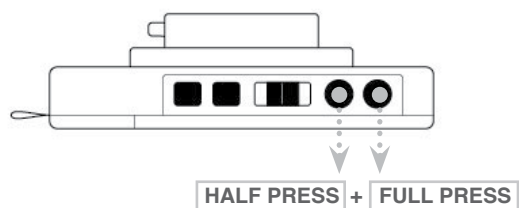




reset camera

SAVE + NO FLASH FULL PRESS TOGETHER FOR 3 SECONDS

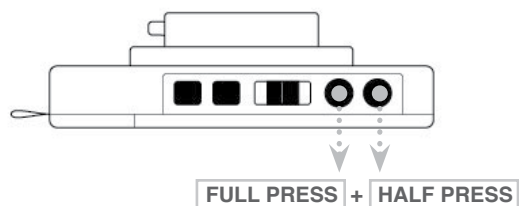
If theQ gets too emotional for how cool you are, and start going a bit bananas, this easy trick will cool it down to normal.



self shot with no flash

FLASH + NO FLASH HALF PRESS FULL PRESS

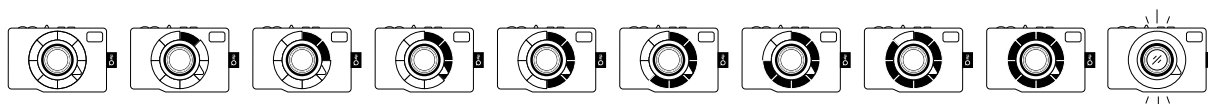
Use the live view activated with the half press to find your angle and then press the other button full to start the countdown! The 8 seconds countdown it's shown on the front ringflash, so you don't miss the moment.



self shot with flash

NO FLASH + FLASH HALF PRESS FULL PRESS

Use the live view activated with the half press to find your angle and then press the other button full to start the countdown! The 8 seconds countdown it's shown on the front ringflash, so you don't miss the moment.



4- Screen Information



theQ is on or theQ is off



Low battery icon means you need to find a usb port to charge you camera soon.



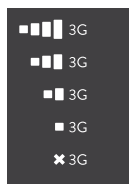
Selftimer mode activated: hurry up, you got 8 seconds now before theQ will take a picture for you



Card full icon shows that you've taken too many pictures without 3G coverage, so get back from the north pole to share some of your adventures!



There's no SIM inserted or there's something wrong with the one you put in, double check the orientation, size (it has to be a micro-SIM) and data capabilities.



the 3G bar shows the intensity of the signal received by the camera, if no network is available, the camera will backup your pictures internally and send them when you will be back in range.



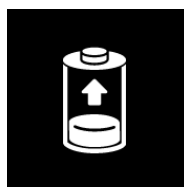
The picture has been saved to theQ LAB



The picture has been saved to theQ LAB and shared to your preselected social networks



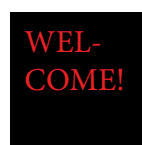
Something went wrong, try again whatever you were doing.



Your battery is charging now



The firmware of theQ is updating, don't turn off or disconnect the camera



This message is displayed when you successfully paired your camera with your theQ LAB account



There might be a problem with your carrier, no panic! visit support.theqcamera.com for help!



You still need to register your account in theQ LAB as explained in the 2nd chapter of this user manual



theQ is currently running on roaming, the prices are regulated by your carrier



theQ is currently detecting a roaming charged network, if you would like to proceed with its use, and accept the consequential costs, press SAVE button, if you don't want to use the roaming network, press SHARE button. ATTENTION! This message will be displayed only once everytime that a new roaming network is detected!

5- theQ LAB: Settings and Storage

General Introduction (THIS BELOW IS THE FINAL TEXT ALREADY)

theQ is the world's first social camera.

Except it's more than that. It's an experience. An experience in which every element of the camera and its functionality is designed to interconnect in a way that's easy, smooth, and fun.

Every photo you take can be shared immediately with your social networks at the touch of a button. Or if you prefer, your pictures will be saved automatically to your private online archive, theQ LAB.

You can access theQ LAB from your computer, or via theQ App on your Android, iOS or Windows Phone device. And from there, you can control every aspect of theQ – whether you want to apply filters to your shots, or limit how much you share on social networks.

So, get ready for theQ experience. You're always in control – so just shut up and shoot.

Settings

intro

Designed to be essential and intuitive as the camera itself, theQ LAB is the invisible interaction between live photography and real sharing. Not meant to be another social network, it will work as the main central station, storing and sharing pictures, completely automatic according to users settings.

The website is a cloud based photo archive that organizes pictures by date, by location and shared preferences, allowing users to browse, manage and download their own pictures privately.

sharing (**WEBSITE SCREENSHOTS NOT READY YET**)

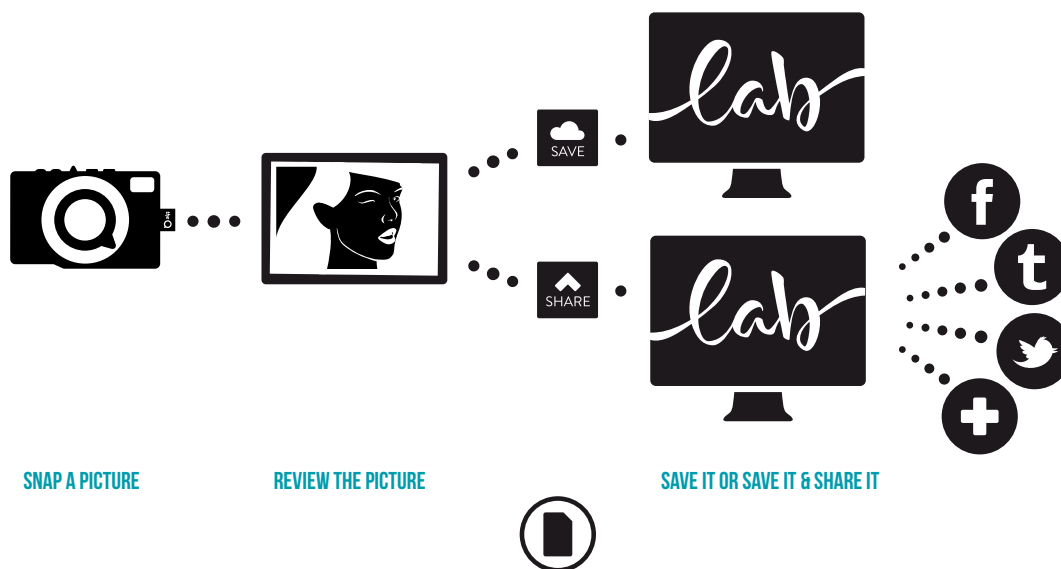
theQ LAB allows you to choose on what social network your pictures shared with theQ are gonna be posted. You can select here your preference of sharing, and theQ will work accordingly.

filters (**WEBSITE SCREENSHOTS NOT READY YET**)

Using the filters selection you can preselect your favourite postproduction effects for your pictures, you can either choose one filter for all your pictures, or randomize more for outcomes always different. Whether you need a slight colour correction or minor light adjustment, or if you want longer exposure or a retro filter – theQ offers everything you need to imprint your character onto your photos.

Storage

theQ LAB is your private photo album that keeps your pictures always safe and organised, no matter if you feel like sharing them with your friends or not, it will always keep your things tidy and at hand. Wanna find out more? visit www.theQcamera.com/lab and register today!



snap a picture

We respect tradition here; nothing happens if you don't press the shutter button at the right time!

review the picture

The screen on the back of theQ will show the picture just taken, so you can be sure you haven't missed anything out.

save it or save it & share it

Happy with your picture? Now you've got two options. You could press the Save button to send your shot directly to your account on theQ LAB. Or you could press the Share button – exactly the same thing will happen, except this time your picture will automatically be shared on your favourite social networks.

no network coverage?

Exploring beautiful, remote locations is awesome and all, but you might have trouble getting 3G signal. Don't worry though – if there's no data coverage when you take a picture, it will be backed up internally and then saved – or shared – as soon as you're back in range.

6- SIM card

theQ is a 3G connected camera, and this means that it only works together with a SIM and a data service. 3G connectivity means freedom of sharing, means being able to use theQ everywhere, without limitations of wi-fi coverage, as long as the network is on you will be sure to be always connected!

What

theQ works with basically every micro-SIM card-data (like the one you use with your tablets), which means that you can comfortably ask your local preferred carrier for it. It supports both subscriptions and prepaid plans, as long as they are data-enabled. theQ is built for travellers, that's why it works well on roaming, the pricing plans for roaming are regulated by your carrier's policy.

Where

You can find the SIM slot on the bottom of theQ, open up the door and it's right there!

DETAILED ILLUSTRATION
NEEDED HERE



How

Insert the SIM with the chip face down and being sure that the cut angle is top left. To remove it, click it in and it will be released by the slot.

DETAILED ILLUSTRATION
NEEDED HERE



7- The 9 features: BOTH SPECS AND DESCRIPTIONS



Direct 3g storing and sharing, big deal.

SHARE THE LOVE

3G Connectivity
UMTS (850, 1900, 2100MHz) /WCDMA
Wireless
GSM /GPRS/EDGE
(850, 900, 1800, 1900MHz)
Simplified geo-tagging



Less buttons, more fun!

CHILL OUT, IT'S EASY!

Five Buttons
Share, Save, Shutter with Flash, Shutter
without Flash, Sliding switch
One Slot
Micro USB connector
Micro SIM slot
Language Support
English



Fashion ringflash, at your fingertips.

THEQ LIGHT

Ring Flash
8 segments powered LED flash
Self Shot Indicator
8 seconds timer
each light segment
per second
Battery Indicator
each light segment
per battery percent



We fight the ugly! true story.

DESIGNED WITH AWESOME

Display
2.7inch
Power & Battery
Li-polymer battery 800mAh
USB to computer system or adaptor
1.5 hours Battery life
Memory
Built-in 2GB memory
Store up to 1000 still images



Take colors seriously, or not.

THEQ FILTERS

Nine New Filters
Original
English Breakfast
Earl Grey
Original
English Breakfast
Earl Grey
Original
English Breakfast
Earl Grey



24MM and 2.4 Aperture , won't miss a thing.

DREAM BIG, SHOOT WIDE

Aperture
24mm wide lens
F2.4 aperture
Structure
Manual rotation focusing
Macro mode
3 pre-set capture modes
(Outdoor, Indoor, Night)
Resolution
5 Megapixel with Pixel binning
(4 times sensitivity in low light!)



Still works underwater.
POOL PARTY!
Waterproof
IPx7 (up to 1 meter under water)
Dustproof
IP6x



It's impact resistant!
DROP IT LIKE IT'S HOT
Shockproof
You can drop it from 1.5 meter



Heavyweight quality, lightweight size.
SIZE MATTERS
Five Buttons
Height : 65 mm
Width : 100 mm
Depth : 16 mm
Weight : 120 gms

share the love

Equipped with onboard 3G, theQ pushes all your photos wirelessly to your favourite social networking sites. Just tell it which sites you use and you can forget about uploading ever again. Seriously, you'll never have to plug your camera into your computer again, or trawl through your folders for decent shots. Saving and uploading is instant, automatic and imperceptible. Which leaves you with more time for taking pictures.

chill out it's easy!

theQ's easy-to-use interface is idiot-proof. The vintage viewfinder is pretty self-explanatory, and you'll always be in control with the manual focus ring. Don't worry – the presets for focus and exposure are the cheater's way of getting awesome results. We won't tell anyone if you don't. Oh, and there's one shutter button with flash, one without. Why hasn't anyone else thought of that?

theQ light

Light is at the heart of photography, so naturally it's also at the heart of theQ. The LED-powered Flash Ring delivers perfectly even light. By encircling the optical axis of the lens, the Flash Ring provides world-class lighting for catwalk-standard shots. And it doubles as a timer – eight segments count down the seconds so you'll never blink at the wrong moment again! The Flash Ring even acts as a battery indicator when you're on the go, and shows you how much longer your camera needs to charge.

designed with awesome

Hang theQ on your keys with its viewfinder window. You'll want to. Because it looks awesome. It doesn't just let you share photos instantly – it's a fashion statement, and it's got the label to prove it. A retro analog look. Minimalist block colours. And a soft rubber shell that you won't want to let go. theQ knows how to take pictures – but it also knows how to look good.

theQ filters

theQ lets you take photos your way, so it makes sense that the end result should look exactly the way you want it to. That's why theQ offers a huge variety of post-production effects to apply to your photos automatically. You apply filters online via theQ website, or on your phone via theQ app. theQ offers everything you need to imprint your character onto your photos.

dream big, shoot wide

You may have noticed how theQ is mostly lens. This isn't a coincidence. After all, the lens is the heart of any camera. And we wanted theQ to have a big heart. Boasting an f2.4 wide-angle, theQ's lens is capable of unparalleled perspective, incredible depth of field, and wicked cool fisheye shots. And it's built in a shock- and scratch-resistant 2P2G mix of glass and plastic, lending your shots the perfect mix of character and quality.

pool party

Cameras don't usually like water. But theQ is not your average camera. Pool parties, hot tubs, snorkeling, sailing...theQ loves them all. After all, it's there whenever you're having fun – if you're not afraid of getting wet, why should your camera be? OK fine... we really just came up with this idea because we wanted to see what a beer filter would look like.

drop it like it's hot

You can take theQ anywhere. Seriously – clubbing, skiing, rock-climbing, paragliding – theQ can handle it. It's pretty much indestructible, after all. Its innards are wrapped up in molded rubber, while the review screen, lens and buttons are designed to be damage-proof. There's simply no reason to ever be without theQ – it can handle everything your life throws at it.

size matters

Your camera needs to be there whenever you feel inspiration – and when your camera's as tiny as theQ, it can be. Measuring just 89 x 55 x 16 mm, it's perfect for your pocket, bag, purse, or even your keys! theQ's buttons, lens and edges come together to form smooth package that's designed to be taken anywhere.

8- Safety Information

Read this information before using your device otherwise may result in personal injury or your device not complying with local laws.



Battery:

If a conductive material such touches the exposed terminal, short circuit may occur resulting in property damage, bodily injury or burn. To avoid risk of leaking electricity, take care when handling a charged battery particularly when placing it inside your pocket, purse or other container with

FCC Warning Statement

Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

SAR tests are conducted using standard operating positions accepted by the FCC with the TheQ Camera transmitting at its highest certified power level in all tested frequency bands, although the SAR is determined at the highest certified power level, the actual SAR level of the TheQ Camera while operating can be well below the maximum value, in general, the closer you are to a wireless base station antenna, the lower the power output.

Before a new TheQ Camera is available for sale to the public, it must be tested and certified to the FCC that it does not exceed the exposure limit established by the FCC, Tests for each TheQ Camera are performed in positions and locations (e.g. hand and worn on body) as required by the FCC. For body worn operation, this TheQ Camera has been tested and meets the FCC RF exposure guidelines when used with an accessory designated for this product or when used with an accessory that Contains no metal and that positions the TheQ Camera a minimum of 0 cm from the body.

Non-compliance with the above restrictions may result in violation of RF exposure guidelines.