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(54) **APPARATUS AND METHOD FOR ROTATING IMAGE IN DIGITAL CAMERA**

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H04N 5/76 (2006.01)
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(58) **Field of Classification Search** 348/333.01, 348/333.02, 333.03, 333.06, 333.11, 333.12, 348/207.99, 230.1, 231.3, 231.6
See application file for complete search history.

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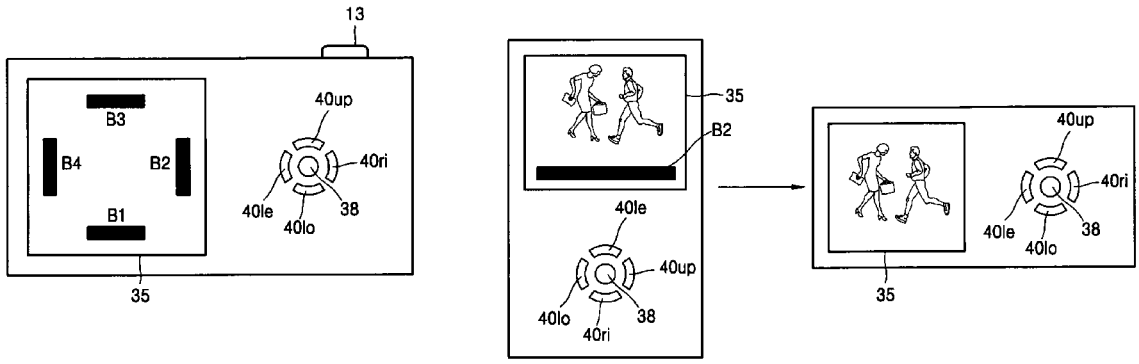
(57) **ABSTRACT**

A camera operating apparatus and method are provided. The apparatus includes a signal processor for rotating and storing a shot image so that a storage direction of the image shot with the camera rotated 90° or 180° may be a reference storage direction. The shot image is stored in such a way that a storage direction of the image shot with the camera rotated may be the reference storage direction, which provides convenience that a user needs not to rotate the camera to check the shot image when playing the image.

17 Claims, 13 Drawing Sheets



(a) SHOOTING (b) STORAGE STATE