



## Press Release

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## **PMA 09: AgfaPhoto launches the OPTIMA model digital camera range**

Rich traditional brand with ambitious technology

Las Vegas (USA) / Uhingen (Germany), March 2nd, 2009. AgfaPhoto kicks-off into 2009 with a new digital camera model range: under the name of OPTIMA, AgfaPhoto presents digital cameras with an enhanced range of functions. The OPTIMA 1438m is featuring a wide-angle lens, the OPTIMA 1338mT a touchscreen display and the OPTIMA 8328m comes with a PASM mode. The new AgfaPhoto OPTIMA models are distributed in America through VistaQuest (Booth A271).

### **AgfaPhoto OPTIMA model range**

AgfaPhoto now offers OPTIMA cameras in a slim-design housing with an enhanced range of functions. With this new range of models, AgfaPhoto is once again reviving a concept from its brand history. Just as it did in 1959 when the first camera with automatic programme selection and the name OPTIMA was brought to the market.

### **Wide-angle camera for landscape and architectural shots**

The AgfaPhoto OPTIMA 1438m is equipped with a 32mm wide-angle lens. This means that the photographer can capture large areas in small interior spaces or on sightseeing tours. A selection of 23 scene modes permit the flexible adjustment to each situation. The OPTIMA 1438m comes in an attractive metal housing and presents a ten-megapixel CCD sensor, a 4x optical zoom and a 3" display.

### **Digital camera with a large 3-inch touchscreen**

The AgfaPhoto OPTIMA 1338mT is equipped with a touchscreen display, adding a whole new level to meaning of 'easy operation'. A gentle touch of the large 3" display is all it takes for the user to access the intuitive user interface. 24 scene modes such as Night shot or Sports offer optimal settings for most sceneries. For fans of YouTube®, the AgfaPhoto OPTIMA 1338mT has another special highlight: Any recorded video can immediately be saved in the YouTube® format for a convenient upload to the portal. The OPTIMA 1338mT has a ten-megapixel CCD sensor and a 3x optical zoom. The slim metal housing looks slick and emphasises the lifestyle character of this AgfaPhoto camera.

### **Slimline camera for ambitious amateur photographers**

The AgfaPhoto OPTIMA 8328m is the right choice for ambitious photographers. Its PASM mode enables parameters such as aperture and shutter speed to be manually adjusted. Just like the OPTIMA 1338mT, the camera additionally permits videos to be saved in YouTube® format. An eight-megapixel CCD sensor, a 3x optical zoom and a 2.7" display round off the features of the OPTIMA 8328m.

### **Additional functions for good photos**

The cameras in the AgfaPhoto OPTIMA range feature automatic "Face detection" of up to eight faces. The "Smile detection" function ensures that the camera captures the shot just at the moment when the smile happens. The picture stabiliser reduces shaking on shutter release. All OPTIMA cameras are equipped with a rechargeable Lithium-Ion battery, support the SDHC memory card format and can be used as a video camera.

The AgfaPhoto OPTIMA 1438m is available for \$209.95, the OPTIMA 1338mT for \$199.95 dollars and the OPTIMA 8328m for \$139.95 (MSRP incl. VAT).

You can download this press release, high-res product photos and AgfaPhoto and plawa logos plus data sheets at:

<http://www.panama-pr.de/download/AgfaPhoto-OptimaReihe.zip> .

### **The AgfaPhoto brand:**

AgfaPhoto is the world-renowned brand for Consumer Imaging Products. Right from the start, AgfaPhoto has stood for quality and smart solutions in the Consumer Imaging sector. The operation of the products is child's play and this enables everyone to enjoy successful pictures with AgfaPhoto. AgfaPhoto is the personal companion that enables consumers to experience the world of images in all their exciting facets more intensely and convert those special moments in life into permanent memories for sharing. These are the claims and assurances of the AgfaPhoto brand. Under this brand promise, AgfaPhoto offers attractive Consumer Imaging products such as digital cameras, single-use cameras, digital picture frames, storage media, films and batteries.  
[www.agfaphoto.com](http://www.agfaphoto.com)

### **The companies:**

**AgfaPhoto Holding GmbH** is the exclusive licence holder for the AgfaPhoto brand of Agfa-Gevaert NV & Co. KG or Agfa-Gevaert NV. Sublicences for the individual products and product groups are granted to qualified manufacturers by AgfaPhoto Holding GmbH, who assume responsibility for the production and sales of the product which bears the highly-renowned AgfaPhoto brand name. The sublicence for the digital cameras of AgfaPhoto Holding GmbH was assigned to the manufacturer plawa.

**plawa-feinwerktechnik GmbH & Co. KG** is the manufacturer and designer of AgfaPhoto cameras. plawa was founded in 1969 and expanded rapidly as a specialist in slide frames and film rolls and succeeded in becoming a leader on the German market. In the year 2000, it entered the sphere of digital photography. Today the company distributes AgfaPhoto digital cameras and digital video products. The plawa portfolio includes trendy products ranging from digital music, portable TV to video. plawa supplies both stock and campaign-related products to megastores, photo resellers and supermarkets. plawa is member of CIPA - Camera & Imaging Product Association of Japan ([www.cipa.jp](http://www.cipa.jp)).  
[www.plawa.com](http://www.plawa.com)