



Press Release

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IFA 2009: AgfaPhoto introduces three new OPTIMA digital cameras

Uhingen, Germany, August 5th, 2009. AgfaPhoto is presenting three new digital cameras from its OPTIMA series, at IFA 2009 in Berlin. These slim-designed cameras are appointed with many technical features. Fully automatic programming and automatic photo processing software in the cameras enable even untrained photographers to attain optimal results. The cameras range from 129 to 179 euros (manufacturer's suggested retail price (MSRP), including value added tax) and will be available in September.

The most modern technology, in a slim metal case

The all new AgfaPhoto OPTIMA cameras can be used to take high definition (HD) photos with an image resolution of 1,920 by 1,080 pixels, in 16:9 format. Intuitive, self-explanatory menu instructions provide up to 28 program functions such as face recognition, smile recognition and blink recognition guarantee that taking photos will be fun and hassle-free. By activating the beauty shot mode, the camera will automatically touch up small skin imperfections, and renders a smooth, and soft color tone on photographed faces. A manually-selectable ISO area of up to 3200 ensures good photos, even when the light is poor. Contrast and brightness can be monitored by a histogram on the LCD display. Additionally, a speech memo function allows audio commentary to be recorded as photos are being taken.

AgfaPhoto OPTIMA 1: 5x optical wide-angle zoom

The AgfaPhoto OPTIMA 1 is equipped with twelve megapixel resolution. The 5x wide-angle zoom provides a working optical focal length of 28-140mm. Ambitious hobby photographers can take photos of impressive architecture, large interior rooms, or landscapes, and easily capture all the subject matter. The new AgfaPhoto OPTIMA 1 has a 4x digital zoom and displays photos on a large 2.7" TFT display with 230,000 pixels. The AgfaPhoto OPTIMA 1 camera is available in titanium-colour, and can be purchased for 179 Euros (MSRP, including VAT).

AgfaPhoto OPTIMA 102: 12MP resolution and 3" display

The AgfaPhoto OPTIMA 102 boasts 12MP resolution, a 3" display, YouTube video format, and is the perfect camera for any vacation or special events. With a 3x optical and 5x digital zoom, any shot can be easily captured. A new quick delete function allows for more shooting time and less scrolling through menus.

The 20mm thin OPTIMA 102 digital camera can be purchased in titanium, red, rose, silver, or black for 149 euros (MSRP, including VAT).

AgfaPhoto OPTIMA 100: Value priced, feature rich - with 10MP resolution

The AgfaPhoto OPTIMA 100 with 10MP resolution is an excellent choice for either novice photographers or hobbyist photographers just getting into digital photography. With 3x optical and 5x digital zoom plus digital image stabilization, the subject matter possibilities become endless. Additionally, 29 functions support the photographer and captured images are rendered on the 2.7 inch TFT display with 230,000 pixels. The camera is compact and will fit into any bag and almost all pockets. The AgfaPhoto OPTIMA 100 is available in chic titanium, red, rose, silver, or black, for 129 euros (MSRP including VAT).

All new AgfaPhoto OPTIMA cameras include a lithium ion battery with charger, instruction manual, USB cable, AV cable, wrist strap, and a CD with graphic software.

The AgfaPhoto cameras can be tested at the IFA in Berlin from September 4 to 9, 2009, in Hall 17, Booth 114.

High-resolution product images, AgfaPhoto and plawa logos, and this press release can be downloaded from: <http://www.panama-pr.de/download/AgfaPhoto-IFAOptima-DE.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

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).

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