



Press release

AgfaPhoto has a new trim look for spring

Two new AgfaPhoto wide-angle cameras with HDR function

Uhingen, March 1, 2010. Spotted the first signs of spring? Then that means that there's nothing quite like the great outdoors for all amateur photographers and their faithful camera right now. The two new OPTIMA 103 and OPTIMA 104 digital cameras from AgfaPhoto make it easy to capture those first shots of spring. Measuring in at only 16.9mm or 18mm in depth they are particularly slimline and practical – although anything but lean in features. The 4x optical wide-angle lens, HDR image capture, 12-megapixel resolution and the High Definition picture resolution (16:9) ensure sharp, colour-rich and deep-contrast shots every time. The AgfaPhoto digital cameras can even spot every laugh with the face and smile detection feature. OPTIMA cameras incorporate the red shutter button of renowned AgfaPhoto design. The AgfaPhoto OPTIMA 103 and 104 are available in photography retail shops and online stores as of April.

Touchscreen and wide-angle zoom: the new AgfaPhoto OPTIMA 104

The AgfaPhoto OPTIMA 104 features many technical highlights: the wide-angle lens with 29mm focal distance (equivalent to 35mm cameras) ensures wide shots of spring landscapes present no problem. The 3-inch touchscreen makes operation easy and comfortable. Settings can be selected at the touch of your fingertip using the intuitive menu navigation and the built-in help screen. And the multiple superb pictures captured can then be displayed in a spontaneous slideshow directly on the large touchscreen. Smart scene-mode technology makes it seem as if the camera takes the photos by itself! The camera calculates brightness, contrast, distance and colour hue and selects the best capture mode for the subject. The new AgfaPhoto OPTIMA 104 is available in an elegant metal housing in black, silver and rosé and measures 90 x 56.8 x 18mm. The package includes a USB cable, rechargeable Li-ion battery, battery charger, wrist strap, printed Quick Start Guide and software CD – and all for 189 euros (RRP including VAT).

Good photos made easy: the new AgfaPhoto OPTIMA 103

Like the sister model, the OPTIMA 103 scores with a wide-angle lens with 29mm focal distance (equivalent to 35mm cameras). The OPTIMA 103 offers a special picture mode for all Internet auctioneers: the Auction mode, which puts various perspectives of the same image onto one picture. The photos with a 640 x 480 pixel resolution are particularly suitable for uploading to Internet auction sites. In High Dynamic Range mode, the camera takes multiple shots with different exposures. The software joins together these single images into one photo with high contrast and the most flattering light mood and image effect. 30 scene modes enhance the AgfaPhoto OPTIMA 103's functions, making it the right camera for all amateur photographers. Whether concerts or conversations – with the sound-recording function the camera can capture not only your visual memories, but also be used as a dictaphone. Measuring 89.9 x 56.9 x 16.9mm,

the new digital camera is available in a silver, red or titanium-colour housing for 179 euros (RRP incl. VAT). Package contents include a USB cable, rechargeable Li-ion battery and battery charger, as well as a Quick Start Guide and software CD.

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-OPTIMA_Serie.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-friendly 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 sublicense 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. It became active in digital photography in 2000. 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).

www.plawa.com

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