



## Press Release

### **AgfaPhoto digital cameras go for a swim**

Uhingen, Germany, June 29<sup>th</sup> 2009. AgfaPhoto presents the AgfaPhoto DC-600uw, its new underwater and outdoor camera. The AgfaPhoto DC-600uw digital camera can withstand pressures of up to two bar, and is water-resistant at depths of up to 10 meters. The new DC-600uw takes videos with sound in YouTube format, which can then be immediately uploaded to any compatible online platform. The AgfaPhoto DC-600uw can now be purchased for 149 euros (manufacturer's suggested retail price, including value added tax).

### **Refined technology, with an aquatic look**

Using the AgfaPhoto DC-600uw is incredibly easy, even when snorkeling and diving. The unique red quick selection button allows for quick change from land mode to underwater mode, while the 2.4 inch display helps select what to shoot. The camera's face tracking function automatically recognizes faces, and brings them into clear focus. With its easily distinguished glowing blue color, five-times (5X) digital zoom, six megapixel resolution, high degree of light sensitivity up to ISO 1600, and support for the most common scene modes, the new AgfaPhoto DC-600uw is the right choice for any summer vacation.

### **A strong partner on land too**

The AgfaPhoto DC-600uw is also ready for any outdoor adventure. Whether mountain biking or playing volleyball at the beach - the camera's robust construction protects it if accidentally dropped, and also protects it against dust and dirt. The AgfaPhoto DC-600uw weighs 131 grams, and fits easily into almost any pocket or bag.

Included with the AgfaPhoto DC-600uw is a carrying case, a carry strap, a USB cable and video cable, two AA batteries, an instruction manual, and a software CD-ROM. Additional color variants will be available in July 2009.

You can view high-resolution product photos and logos by AgfaPhoto and plawa, as well as this press release, at:

<http://www.panama-pr.de/download/AgfaPhoto-DC600UW-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](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 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. 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 campaignrelated 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)

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