



PRESS RELEASE

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PMA 09: AgfaPhoto Digital Cameras with “sensor” Shutter Button

AgfaPhoto sensor 830s and 530s digital cameras with new shutter technology

Las Vegas (USA) / Uhingen (Germany), March 2nd, 2009. AgfaPhoto presents the first digital cameras with the red sensor shutter button for especially sensitive shutter release. The sensor cameras will be launched in the American Market at the PMA in Las Vegas, from March 3rd through to March 5th, 2009, in the South Hall at booth A 271.

The red sensor button, which was already used in 1969, revolutionised the photo world. It quickly became a trademark of the manufacturer. The red dot of the brand-typical shutter button has become an element of the AgfaPhoto logo. Today – as then – it stands for simple operation, reliability and optimal picture quality.

AgfaPhoto now presents the first digital cameras with the sensor shutter button. "Whilst in many design-orientated cameras there is the constant introduction of ever smaller shutter buttons, we place great store on the sensor technology for simplicity and user-comfort", says Michael Roessler, CEO at plawa. "The design of the AgfaPhoto digital cameras is "Made in Germany".

The shutter button of the AgfaPhoto sensor 830s and 530s has a 14mm diameter, being clearly larger than most shutter buttons on current digital cameras. The full area of the finger tip lies comfortably on the shutter button and reduces shaking. The AgfaPhoto sensor cameras distinguish themselves further through their compact build and classic design vocabulary. At only 120g in weight (without memory card and batteries) they are very practical. A 2.4-inch TFT display helps to focus the subject and display captured pictures. Voice recording and video recording are also possible.

Both models are equipped with a modern CMOS sensor. The AgfaPhoto sensor 530s has a five-megapixel resolution and a 3x optical and 8x digital zoom. Its bigger sister, the AgfaPhoto sensor 830s, offers an eight-megapixel resolution and a 3x optical and 5x digital zoom. The Face Tracking Function helps to automatically set optimal exposure of faces. Even under bad lighting conditions,

the camera's maximum sensitivity of ISO 800 ensures good picture quality. There are twelve scene modes and nine photo frames to choose from.

As of today, the new AgfaPhoto sensor cameras are available in black, bronze, rosé and royal blue. Supplied in the package are a camera hand strap, pouch, two AA batteries, a USB cable, plus driver software. The AgfaPhoto sensor 830s and sensor 530s are available for \$89.95 and \$69.95 dollars (MSRP incl. VAT)

Detailed information on the history and technology of the AgfaPhoto sensor shutter button, high-res product photos and this press release is available for download at: <http://www.panama-pr.de/download/AP-Sensor830s-USA.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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