

Press Release - September 2011

AGFAPHOTO UNVEILS A NEW RANGE OF 4 ACCESSIBLE AND HIGH-PERFORMANCE DIGITAL CAMERAS AND A RUGGERIZED HD CAMCORDER, GIVING CREATIVITY FREE REIN

AgfaPhoto presents four new high-quality cameras and a waterproof ruggedized HD camcorder suitable for everyone's needs. They make it possible to very simply achieve magnificent photos to make one's best moments immortal.

AgfaPhoto is announcing the launch of 4 digital cameras and a ruggedized HD camcorder, easy to use and also suitable for both beginners and experienced photographers: the Precisa 1430, the Optima 145, the Optima 147, the Selecta 16 and the Eclipse Explorer. This new range makes it possible to take magnificent photos and videos, in any type of situation, including underwater with the Eclipse Explorer, a waterproof (up to 5m) and shockproof model !

Compact digital cameras for all

For beginners looking for accessibility but who would like a photo of impeccable quality, the Precisa 1430 as well as the Optima cameras perfectly meet their needs with easy to use features and the most functional ergonomics. The Optima 147 has a built-in USB arm that makes it easy to transfer any files to a laptop or a PC. It's a real pleasure to take photographs so easily!



Amateur photographers will also not be outdone with the Selecta 16 Bridge, which is a perfect combination of superior performances and an excellent quality/price ratio. The model offers a large number of potential settings and has a wide-angle zoom so that you can be very close to the action and take high-quality panoramic shots. A concentration of technology in an easily transportable compact format!

The models in the range offer a large number of functions for the user: Auto scene detection, Auto Brightness LCD, Smile/Blink/Face detection, Image Stabilization, Red-eye removal and Panorama capture.

The Eclipse Explorer, the model for everywhere

AgfaPhoto thought about globetrotters and sports people all over the world with the Eclipse Explorer, a ruggedized HD camcorder for everywhere capable of taking superb photos and videos underwater and which is also shockproof. With HDMI and USB ports, the Eclipse Explorer makes it possible to make HD 1080p videos. The essential camcorder for travellers!

Relive your best moments in 3 dimensions

To file and touch up all these photos, AgfaPhoto has included the ArcSoft MediaImpression software in the pack with the Optima, Selecta and Explorer models.

The software also converts photos and videos in 3D, to be watched on most 3D TV sets, or on any other screen, using the 3D glasses supplied with the pack. At last it becomes possible to create 3D content easily !

Moreover, the whole contents can be shared with friends and family on the social networks by means of a simple click.

This new AgfaPhoto range is an ideal solution, both for beginners and for the more experienced, with accessible and high-performance cameras so that all the best times can be recorded under all conditions.

To come

AgfaPhoto plans to release soon a digital camera including a projection function : the Projekta 147. This unique features will offer a new vision of photography by allowing users to take beautiful photos and videos and project them directly from the same device.

Sagemcom has been successfully selling Agfaphoto's Digital Fotoframes and Fotoscanners for the last years. Starting with September 2011 Sagemcom is extending the Agfaphoto-range to Digital Still Cameras as exclusive distributor for Europe (excl. UK and Scandinavia).

Availability : November 2011

About 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

About 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 AgfaPhoto personal photo scanners and digital photoframes was assigned to the licensing partner Sagemcom.

About Sagemcom

French high-technology group with an international dimension, Sagemcom operates on markets of broadband (digital home, digital set-top box, broadband and residential terminals), telecom and energy (M2M, telecommunications infrastructure, smartgrid and metering), and management of documents (printing terminals, software and solutions, digital production workflow).

With a turnover of over 1.4 billion Euros, Sagemcom employs 6 000 people on five continents; already a European leader in most of its key markets, Sagemcom aims to become a world leader in high added value communicating terminals.

Sagemcom is strongly committed to sustainable development through the life cycle of its products: eco-design, energy consumption, ethical code of all its suppliers.

For more information: www.sagemcom.com

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