



PRESS RELEASE

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PMA 09: The icon of German industrial design lives on: AgfaPhoto writes design history

Las Vegas (USA) / Uhingen (Germany), March 2nd, 2009. As of now, the red sensor shutter button – which dates from 1969 – seen here in its modern version in AgfaPhoto digital cameras enables sensitive and shake-free shutter release. The first digital cameras with sensor technology are the AgfaPhoto sensor 830s und 530s. The sensor cameras will be launched first time 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.

Reliability, high picture quality and simple operation: these were the defining attributes of the Agfa brand in the 70s and 80s. Agfa was renowned for its innovative technical development and easy-to-use cameras aimed at a broad target audience. The best-known result of this to this day has been the legendary red sensor shutter button. AgfaPhoto has transformed the shutter-release technology of the Agfa Optima cult cameras and today presents the first digital cameras with sensor technology.

From today, the red dot is once more a double and unique sales feature: it is not only integrated functionally into AgfaPhoto cameras but it is also in the current logo of the brand.

Additional functions for perfect pictures

In the 1970s, an electronic shutter button using mechanics was simulated. With the technology of today, AgfaPhoto can fully implement the objectives of the products designers of that time: an electronic shutter with a short trigger action, where the finger tip surface is fully incorporated and can operate smoothly. The AgfaPhoto sensor shutter button is seamlessly integrated into the camera housing and is dust-proof and pocket-friendly. It is protected by design and the shutter cannot be inadvertently triggered.

The best of two worlds

AgfaPhoto sensor digital cameras combine the defining elements of a traditional brand with current digital technology. The new sensor shutter button looks very similar to the former model and fans of analogue photography will immediately recognise it. The 14mm red area also functions as visual guidance for operation. Searching for the shutter button takes seconds.

Under the familiar exterior the AgfaPhoto sensor hides the latest inner workings. The new shutter button has a polyamide (nylon) membrane with a spike in the middle underneath. A metal ring encompasses this. When the shutter is released, the spike moves a tenth of a millimetre downwards to activate the circuit for exposure. Thanks to this sensitive shutter button, photography with the AgfaPhoto sensor digital cameras is more frequently rewarded with sharp pictures.

The new cameras with eight or five million pixel are, as of today, available in stores for \$89.95 and \$69.95 dollars (MSRP including VAT).

You can download high-res product photos and AgfaPhoto and plawa logos plus this press release at: <http://www.panama-pr.de/download/AP-Icon-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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