



## Press Release

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### **PMA 09: High Definition for hobby film-makers**

AgfaPhoto Introduces DV-5580Z for video, photo and sound recording

Las Vegas (USA) / Uhingen (Germany), March 2nd, 2009.

The AgfaPhoto DV-5580Z combines video, photo and sound recording in a convenient and lightweight body. The compact format and the adjustable swiveling display make the camera suitable for a broad range of tasks. Use it as a fun video camera for birthday parties or weddings, as a photo camera while on vacation, or as a voice recorder for interviews. This new member of the AgfaPhoto family is being distributed in North America through VistaQuest Corporation (Booth A271).

The AgfaPhoto DV-5580Z records video in high definition, with a maximum of 1440 x 1080 pixels and 30 frames per second. The energy-saving CMOS sensor with a resolution of 8 megapixels delivers high-resolution still images while preserving battery power. The 5x optical zoom lets you capture images from a greater distance as well. And when using the optional 4x digital zoom, you can get even closer to the subject. A digital image stabilizer reduces blurring. For shooting in low light conditions such as dark interiors, the camera is equipped with a video light. You can play back the captured images directly on your TV screen using the included TV cable. The images are played back on your PC or HD TV with a HD resolution of 1920 x 1080 pixels.

With a weight of only 162 g (5.7 oz) and a size of just 12 cm x 6 cm (5" x 2.5"), the AgfaPhoto camera fits into any handbag. It has a 2.5" TFT LCD display and nine different programs: automatic, portrait, night, sports, landscape, sunrise, beach/snow, spotlight and manual.

You can take digital photos in JPEG format with a resolution of up to 8 megapixels (interpolated). The camera saves video recordings in MPEG4 format (H.264) on SD or SDHC memory cards with a capacity of up to 8 GB. The power is supplied by a rechargeable lithium-ion battery with a high energy density characteristic.

As of March, the AgfaPhoto DV-5580Z will be available for \$249,95 (MSRP including VAT). Included in the package are: USB and AV cables for connection

to a PC and TV, YPbPR video cable, lithium-ion rechargeable battery, battery charger, carrying bag, headphones 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-DV5580Z-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-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](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 campaign-related 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)