



plawa-feinwerktechnik GmbH & Co. KG
foto.digital.

PMA 2007: AGFAPHOTO DC-630i digital camera with face tracking and 16:9 image format

Las Vegas / Udingen, 9.3.2007. Manufacturer plawa is presenting the AGFAPHOTO digital camera DC-630i at the PMA in Las Vegas, their first model with integrated face-tracking technology. Even in the case of snapshots, up to three faces are automatically detected and the optimum focus and exposure selected. The integrated Digital Photo Stabiliser reduces the risk of blurring facilitated by adjustment of the ISO value.

A high-quality CCD sensor with six-megapixel resolution and a variety of pre-adjustable image and exposure modes enables amateur photographers to take attractive shots in any situation. More ambitious photographers can set the exposure time and aperture values manually. Photos can be viewed in 16:9 image format in the luminous and high-resolution 2.5 inch display.

The AGFAPHOTO DC-630i is compatible with the new SDHC standard: memory can be upgraded to four GB by installing SD high-capacity memory cards. A fast, three-fold optical zoom rounds off the features of the AGFAPHOTO DC-630i. Videos with sound are recorded at a maximum resolution of 640 x 480 Pixel and reproduced instantaneously at 30 images a second. Power is supplied by two AA batteries in accordance with the CIPA standard.

Press Release

Viola Mergenthaler
Marketing
vm@plawa.de

Bleichereistrasse 18
D-73066 Udingen

Telefon +49 (0)7161. 93872-21
Telefax +49 (0)7161. 93872-60

www.plawa.com



plawa-feinwerktechnik GmbH & Co. KG
foto.digital.

Weighing in at a mere 128 grams and with a compact, robust plastic housing in elegant black, the AGFAPHOTO DC-630i easily fits in hand luggage or jacket pockets. The scope of supply includes two AA batteries, a protective case, a strap and a software CD. USB and video cables are also supplied for connecting with a PC or for playing photos and videos on a TV flat-screen.

Dealers can familiarise themselves with AGFAPHOTO digital cameras at the PMA from 8 to 11 March 2007. At stand K-201-8 in the German Pavilion, plawa will also be presenting the new ten-megapixel model AGFAPHOTO DC-1030i. Both products will be available for sale in April 2007. The recommended retail price for the DC-630i is 169 USD.

High-resolution photos of the new AGFAPHOTO DC-630i and DC-1030i, data sheets and this press release for downloading as Word and PDF files are available at:
<http://www.panama-pr.de/download/agfaphotopma.zip>

The Company:

plawa-feinwerktechnik GmbH & Co. KG was set up as an innovative marketing company in 1969 and soon evolved to become market leader in Germany for slide frames and film reels, entering the digital photography market in 2000. Today, the company markets AGFAPHOTO digital cameras. The portfolio also includes trend products in the areas of digital music, mobile TV and video. Electronics stores, camera shops and food retail outlets all over Europe are supplied with range and campaign products. plawa is a member of the CIPA - Camera & Imaging Product Association in Japan (www.cipa.jp).
www.plawa.com

Press contact:

Birgit Götz and Christian Josephi
plawa Information Office
Panama PR GmbH
Eugensplatz 1
D-70184 Stuttgart
Tel. +49.711.7269015
Fax +49.711.7269018
info@panama-pr.de

Press Release

Viola Mergenthaler
Marketing
vm@plawa.de

Bleichereistrasse 18
D-73066 Uhlingen

Telefon +49 (0)7161. 93872-21
Telefax +49 (0)7161. 93872-60

www.plawa.com