

FOR IMMEDIATE RELEASE
 April 29, 2008

ILFORD PHOTO COMES TO AID OF LARGE FORMAT PHOTOGRAPHERS

ILFORD PHOTO, the leading monochrome specialist, once again shows its long-term commitment to the analogue photography market. As part of its campaign to 'Defend the Darkroom', ILFORD PHOTO - the highly respected monochrome brand of HARMAN technology Limited – has announced a special initiative in support of ultra large format (ULF) photographers.

In an increasingly digital world, these photographers can find it difficult to buy the specialist analogue products they require due to a shrinking number of manufacturers and stocking dealers. However, to help ULF users overcome this limited availability, as well as the need to purchase a minimum order quantity, ILFORD PHOTO has revealed it is running a two month ULF product ordering window.

Taking place from mid-April until the 30th June 2008, this window allows photographers to order ILFORD PHOTO ULF sheet film products from a select group of dealers and without the worry of meeting minimum order quantities. ILFORD PHOTO plans to combine orders from across the US and Canada to ensure quantity requirements are met before manufacturing the required items at its production facility in Cheshire, England. Product will be shipped to arrive with dealers by approximately mid-September.

HARMAN's President of Marketing for North America, Steven Brierley adds: "Through our ILFORD PHOTO brand, HARMAN technology is committed to supporting all methods of analogue photography – large format included. At a time when many manufacturers are moving away from traditional black and white photography, we will continue to champion it and do all we can to ensure photographers can buy the products they need. The special ULF two month ordering window is just the latest evidence of this."

Launched in mid-2007 by ILFORD PHOTO, the 'Defend the Darkroom' campaign aims to safeguard the future of darkrooms and associated creative techniques, while simultaneously showing how traditional analogue and digital photography can co-exist. It hopes to do this through a range of educational, promotional and customer support activities.

For more information on ILFORD PHOTO, visit www.ilfordphoto.com

For more information on HARMAN technology, visit www.harmantechnology.com

Ilford ULF Products:

FP4 Plus	Size	HP5 Plus	FP4 Plus	Size	HP5 Plus
IL1151567	4" x 10"	IL1151578	IL1678334	10" x 12"	IL1796052
IL1142118	5" x 12"	IL1142093	IL1714928	11" x 14"	IL1743225
IL1678316	6.5" x 8.5"	IL1142158	IL1714946	12" x 20"	IL1707052
IL1142129	7" x 11"	IL1142107	IL1142130	14" x 17"	IL1900589
IL1714937	7" x 17"	IL1707043	IL1904558	16" x 20"	IL1871788
IL1791943	8" x 20"	IL1786024	IL1142149	20" x 24"	IL1721124

Ilford ULF products are carried by the following Canadian dealers:



Big Camera Workshops
 Burlington, ON
www.bigcameraworkshops.com
 (905) 335-6031



The Camera Store
 Calgary, AB
www.thecamerastore.com
 (403) 234-9935

Harman and ILFORD PHOTO products are distributed in Canada by Amplis Foto Inc.

About Amplis

Amplis Foto Inc., established in 1983, is a marketing and distribution company dedicated to serving the advanced amateur and professional photography markets as well as the motion picture/television industry. Located in Markham, Ontario, Amplis Foto has sales representation across Canada to support over 600 stocking dealers with exclusive distribution rights for over 20 product lines including: Broncolor, Gitzo, Hahnemühle, Kata, Manfrotto, Photoflex, Tamrac and Tamron to name a few.

For additional information, please contact us at: info@amplis.com