

FOR IMMEDIATE RELEASE
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Introducing the new line of Rollei Digital Cameras



The name Rollei needs little introduction to anyone interested in photography. Founded in the 1920s, Rollei cameras soon came to epitomize all that was excellent about German lens technology and precision engineering. The Rolleiflex and Rolleicord series were revered in their day by both leading professional photographers and the most dedicated enthusiasts. Design, build quality and innovation were all second to none.

In the 1960s Rollei once again stood at the forefront of photographic technology when they announced the 35 Series – the smallest 35mm cameras ever made. The combination of optical quality, features and sheer usability ensured the compact's massive popularity; over 3 million were sold in the following 30-year production run.

Today's range of digital compacts boasts Rollei renowned quality and stand at the forefront of innovation. All of the new models are fully loaded with the latest features and offer Rollei reliability. All Rollei cameras are backed by a 2 year warranty.

The X-8 Sports and the XS-10 Touch models lead the pack in innovation, features and genuine coolness! The X-8 Sports boasts fearlessness in water, cold and abusive situations. It is waterproof to 10 meters, shockproof to 1 meter and frostproof to -5°C! The XS-10 Touch boasts a 3-inch touch screen to simplify moving quickly through the menus. Both models have anti-shake functionality built-in, PictBridge, Anti-Red Eye, and a whole bunch more fantastic features.

X-8 Sports

Sports Star!

Introducing the **Rollei X-8 Sports** water-proof, freeze-proof and shock-proof digital camera. The X-8 Sports is an 8 Megapixel digital camera with 3x optical zoom, water resistance to 10m, face detection, anti-shake function, anti-red-eye, and a 2.5-inch LCD display video capture and more!



8 megapixels

3x optical Apogon Zoom
4x digital zoom
3.0" colour LTPS-TFT-LCD
USB port
Memory: 32 MB plus slot for SD-Cards up to SDHC-Cards 8 GB
Includes

- Second battery and battery charger
- Zoner PhotoStudio 9 Express software
- Zoner Panorama Maker software

Power: rechargeable Lithium-Ion battery

Anti-shake function
PictBridge
Anti-Red Eye
Face Detection
Smile Detection
Display Brightness Mode
MegaLife Battery
Waterproof up to 10 m
Shockproof up to 1 m
Frostproof up to -5°C
24 shooting modes incl. night-shot-mode and sport
Panorama function
Date and clock index
Anti RedEye-function
Burst-function
Movie Function

XS-10 Touch

Rollei XS-10 Touch has a 3-inch LCD touch-screen display that provides 640 x 480 VGA resolution images. This digital compact camera features a 10MP sensor with Smile Detection, Face Detection and Anti Shake Function. It has 3x optical zoom and PictBridge technology.



10 megapixels

3x optical Apogon Zoom

5x digital zoom

3.0" **Touchscreen** TFT-Display

USB 2.0 Full Speed

Memory: 32 MB internal + Slot for 4 GB SD-Cards 4 GB, up to SDHC-Cards 8 GB

Includes

- Second battery and battery charger
- Zoner PhotoStudio 9 Express software

Power: rechargeable Lithium-Ion battery

Anti-shake function

PictBridge

Anti-Red Eye

Face Detection

Smile Detection

Display Brightness Mode

MegaLife Battery

Touchscreen-Display

23 shooting modes incl. nightshot-mode and sport

Date and clock index

Photo album and frame function

Built-in loudspeaker

Burst-function

Movie Function

RCP S8 Edition

The RCP-S8 is a high quality 8 Megapixel digital camera that comes complete with a free 1GB SD card so you are ready to snap away as soon as you receive it. The brilliant Rollei lense gives you 3 x Optical zoom and 4x digital zoom, comes complete with advanced technology including anti-shake, movie mode and PictBridge as well as smile and face detection.



8 megapixels

3x optical Apogon Zoom

4x digital zoom

2.5" colour TFT-LCD

USB 2.0 Full speed

Memory: 16 MB internal plus slot for SD-Cards up to SDHC 8 GB

Includes

- 1 GB SD-Card
- Zoner PhotoStudio 9 Express software
- pouch

Power: Alkaline battery, 2x AA

Anti-shake function

PictBridge

Anti-Red Eye

Face Detection

Smile Detection

Display Brightness Mode

Movie Function

RCP S10 Edition

The RCP-S10 is a high quality 10 Megapixel digital camera that comes complete with a free 1GB SD card so you are ready to snap away as soon as you receive it. The brilliant Rollei lense gives you 3 x Optical zoom and 4x digital zoom, comes complete with advanced technology including anti-shake, movie mode and PictBridge as well as smile and face detection.



10 megapixels

3x optical Apogon Zoom
 5x digital zoom
 2.7" colour TFT-LCD
 USB 2.0 Full speed
 Memory: 32 MB internal plus slot for SD-Cards
 up to SDHC 16 GB
 Includes

- 1 GB SD-Card
- Zoner PhotoStudio 9 Express software
- pouch

Power: Alkaline battery, 2x AA

Anti-shake function
 PictBridge
 Anti-Red Eye
 Face Detection
 Smile Detection
 Display Brightness Mode
 Movie Function

XS-10

Thin and strong!

The XS-10 has a large 3 inch display and a focal length that ranges from 34-102 mm, working with a Rollei Apogon zoom lens. The widest aperture is f2.9. In busy situations, the XS-10 is able to shoot 3 pictures per second to freeze important moments and also has built-in anti shake functionality to reduce blurred images.



10 megapixels

3x optical Apogon Zoom
 4x digital zoom
 3.0" colour TFT-LCD
 USB 2.0 Full speed
 Memory: 32 MB internal plus slot for SD-Cards
 up to SDHC 4 GB
 Includes

- Second battery and battery charger
- Zoner PhotoStudio 9 Express software

Power: rechargeable Lithium-Ion battery

Anti-shake function
 PictBridge
 Anti-Red Eye
 Face Detection
 Smile Detection
 Display Brightness Mode
 Movie Function
 MegaLife Battery
 Coupling Shot
 Continuous shooting function
 Panorama function
 21 shooting modes incl. night-shot-mode
 and sport
 Built-in loudspeaker
 Burst-function

RCP-8427XW

The panoramic world in a pocket format!

The Rollei RCP 8427XW combines classic design with great functionality and usability. The RCP-8427XW creates 8-megapixel photos and videos with a maximum of 640 x 480 pixels for 1,470 photos or over 28 minutes in top quality video recordings.

Capture the whole scene - whether it is the Manhattan skyline or the massive mountain ranges in the Swiss Alps - with the panorama feature!



8 megapixels

4x optical Apogon Zoom/ 28 mm

5x digital zoom

2.7" colour TFT-LCD

USB 2.0 High speed

Memory: 32 MB plus slot for SD-Cards up to SDHC 4 GB

Includes

- Second battery and battery charger
- Zoner PhotoStudio 9 Express software

Power: rechargeable Lithium-Ion battery

Anti-shake function

PictBridge

Anti-Red Eye

Face Detection

Smile Detection

Display Brightness Mode

Panorama function

Continuous shooting function

19 shooting modes incl. night-shot-mode and sport

Date and clock index

Photo album and frame function

Built-in loudspeaker

Burst-function

Coupling Shot function

Watch for www.rolleicameras.ca for more information coming soon!

Rollei products are distributed in Canada by Amplis Foto Inc.

About Amplis

Amplis Foto is celebrating its 25th anniversary as a leading photographic marketing and distribution company dedicated to serving the advanced amateur and professional imaging markets. 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.

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