GEâ€™s waterproof mini camcorder makes a splash

Making a summertime splash, GEâ€™s latest sharpshooter is a waterproof and shockproof mini camcorder.

The tough GE DV1 can be plunged to depths of five metres and withstand bumps from 1.5 metres. No larger than a mobile phone, it is perfectly suited for the outdoors and action-packed lifestyles. Whether riding waves or snowy slopes, dipping into a pool party or crowd surfing at a festival, the GE DV1 mini camcorder soaks up its surroundings, shooting video in full 1080p HD or capturing 5 megapixel stills.Priced at just $199, the DV1 is available in a range of vibrant colours including green, orange, blue, red and grey. A 2.5 inch LCD display, SD card slot, Lithium-ion battery and HDMI-out can be found on board, plus the pocket-sized DV1 utilises an integrated USB connector enabling content to be effortlessly uploaded and shared on YouTube, flickr or social networking websites.

The point-and-shoot device also features a 4x digital zoom, optical image stabilisation technology, underwater colour mode, automatic face detection and red eye removal.According to Tasco’s Stewart Pickersgill, General Manager – Digital Camera Sales Division, the exploding popularity of online video content coincides with camcorders becoming smaller and easier to use.“Australians have developed a huge appetite for online video content, with the average internet user watching more than seven hours of video per month[1].“With mini camcorders like GE’s DV1, absolutely anyone can become a video producer. Not only is it a cinch to shoot with, with the built-in USB connector multimedia content can be easily uploaded to YouTube or facebook.”GE DV1 - RRP: $199- Waterproof (5 metres)- Shockproof (1.5 metres)- Full HD video (1080p 30 FPS)- 5 megapixel photos- 4x digital zoom lens- Retractable USB connector- Built-in lithium-ion batteryGE cameras are distributed in Australia by Tasco. For consumer enquiries phone 02 9938 3244 or visit www.gecameras.com.au Become a fan of GE Cameras Australia on Facebook: www.facebook.com/GECamerasAus Follow GE Cameras Australia on Twitter: www.twitter.com/GECamerasAus MEDIA NOTE: View the image gallery online at: www.flickr.com/photos/writeaway/sets/72157625323440995/

[1] comScore Video Metrix, July 2010

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