



Capture a picture perfect holiday with the new GE Power Pro X5

GE launches the Power Pro X5 camera with 15x wide angle zoom lens for less than \$300

Moving beyond point-and-shoot technology, GE has launched the first camera from its Power Pro Series, the X5. Equipped with 15x wide angle zoom lens, the X5 is an affordable, feature-packed digital camera that is ideal for the snap happy traveller. Because spontaneous holiday moments can be ruined when too much time is spent adjusting complicated camera settings, the new GE Power Pro X5 effortlessly captures memorable pictures in any scenario. The X5's impressive 15x optical zoom teamed with advanced image stabilisation technology enables photographers to get closer to the action. This feature along with the 27mm wide angle lens is perfect for capturing a scene exactly how it appears to the eye. Even pictures of expansive panoramas such as brilliant sunsets over the ocean, or landscapes that stretch for miles, can be frozen in time by this powerful camera. With the additional bonus of 'automatic scene detection' - which determines appropriate scene types and optimises exposure – anyone can take photographs like a pro. The scene selections accommodate typical holiday scenarios, whether they be a beachside escape, mountain hideaway, camping adventure or cosmopolitan city break. Scene options include auto, manual, portrait, panorama, landscape, sport, children and night settings. For photographers who prefer to frame their perfect picture, the X5 touts an electronic viewfinder in addition to the 2.7" LCD viewscreen. With a 14.1 megapixel image sensor, scenes captured by the X5 result in beautifully clear, sharp, and vibrant photographs – perfect for the family photo album or online image gallery. Other features include: pan-capture panorama - pan the camera across several frames for a seamless panoramic picture face detection - automatically focuses on faces for sharp, brilliant pictures smile detection - the shutter automatically releases when the photo subjects smile so that smiles are captured the moment they happen blink detection – if the photo subject's eyes are closed in a picture, the X5 will alert the photographer to re-take the photograph in-camera red-eye removal – the option to remove red-eye immediately while viewing images on the LCD For travellers in more remote areas, the X5 conveniently uses four AA Alkaline batteries (or 4AA NiMH batteries) which can be found in even the smallest convenience stores. Housed in a black, easy to use and compact design weighing just 382g, this lightweight camera will not interfere with baggage allowance. The camera also comes with a USB cable, shoulder strap as well as a digital photo management program to keep photographs filed and offer fun ways to enjoy them. Pricing and availability Model: GE Power Pro X5 RRP: \$299 Available: Now GE cameras are exclusively distributed in Australia by Tasco. For further information phone 02 9938 3244 or visit www.gecameras.com.au ends Media note: View and download web quality images at the online image gallery: <http://www.flickr.com/photos/writeaway/sets/72157624735318514/>

Contacts

02 9978 1410
mailto: corrina@writeaway.com.au

02 9978 1409
mailto: lara@writeaway.com.au