



## Wetter is better with GE's new range of waterproof digital cameras

Just in time for summer, GE has launched its new Active Series – a range of waterproof digital cameras priced from just \$199

GE has launched its new Active Series – a range of waterproof digital cameras that are ideal for capturing all the action of an Australian summer. Perfect for holidays on the beach or splash-filled days by the pool, the sturdy but lightweight Active Series includes two 12.2 megapixel models – the G5WP, waterproof to five metres, and the G3WP, waterproof to three metres. Both are available in ocean blue, raspberry red and graphite grey. The GE Active G3WP/G5WP camera features a 2.7" LCD display that automatically adjusts to ambient lighting conditions, a 4x internal optical zoom and a host of intelligent features which enable users to dive in and start snapping. Automatic face detection, electronic image stabilisation and blink detection are just some of the tools that help take the guesswork out of digital photography. In addition to underwater photography and movie modes, the GE Active Series offers 14 versatile scene modes. These range from standard selections such as portrait and landscape through to more adventurous modes such as snow, sport, fireworks, leaf and sunsets. For photographers who have trouble choosing, an auto scene detection mode is also available. GE cameras are distributed in Australia by Tasco. According to Stewart Pickersgill, General Manager – Digital Camera Sales Division, Tasco, the GE Active Series opens up a whole new range of activities for GE customers to capture and preserve. "Cameras in the GE Active Series are ideal for the active family or outdoor enthusiast as they have been designed to perform in almost any situation. "Heading into summer, we anticipate these will become one of GE's best sellers as they deliver on the promise of more camera for less money." The GE Active Series is available now from selected camera retailers and department stores. GE Active G5WP (5m waterproof) - RRP \$249 GE Active G3WP (3m waterproof) - RRP \$199 12.2 megapixels 4x optical zoom 2.7" LCD display Lithium-ion rechargeable battery SD memory card support Underwater photography and movie modes (640x480 pixel movies) 14 scene modes Three colours: ocean blue, raspberry red, graphite grey GE cameras are exclusively distributed in Australia by Tasco. For further information or stockist enquiries phone 02 9938 3244 or visit [www.gecameras.com.au](http://www.gecameras.com.au) MEDIA NOTE: View the image gallery online at: <http://www.flickr.com/photos/writeaway/sets/72157624841369443/>