



NEW PRODUCTS in February:



Lighting System: New lighting accessories provide the building blocks for versatile system configuration. High quality parts with very competitive price points create a new profit center. Universal applications for most camera, strobe and video light models



Close up Lens: Aspherical close up lens provides sharp resolution throughout picture frame. 52mm thread mount with 46 mm adapter for Intova and many other camera models.



Wide Angle Lens: Aluminum barrel with glass lens elements provides quality photo enhancement opportunities. 46mm thread mount will fit Intova and many other cameras. Thread adapters are available for other mount sizes.



Silica Gel : Add to your housing to prevent condensation.



Silicone Grease: Maintain those Orings!!!

ACCESSORIZE-Profitability and Differentiation in a Tough Market

Not too many years ago, a consumer looking for an underwater camera was limited to a handful of brands/products. These were commonly sold, profitably, through Dive Shops. Today's consumer can buy underwater housings for a large range of model options offered at a smorgasbord of retail venues. The good news is that this has helped bring many new consumers to the field. The bad news is that the competition is brutal and margins have been vaporized.

Underwater Photography is not easy and the category has frustrated many consumers. Providing basic accessories can a) help the consumer get better results b) help the retailer bring profit back to the category and c) help set retailers apart from the competition. There are easy add ons that should be automatically promoted with every camera sale. Teaching the customer how to use system options will bring them back to the store for additional sales and profit opportunities. Following are suggestions for each category:

IMMEDIATE SALE:

- Silica Gel
- Silicon Grease
- Carry/Storage Bag
- Flash Diffuser
- Red Filter
- Memory Cards
- Extra Batteries

SYSTEM OPTIONS:

- External Strobe
- Bracket/arm systems
- Fiber Optic Cable
- O-Ring Repair Kit
- Wide Angle Lens
- Close Up Lens

PRODUCT FOCUS- SP 8

Intova's SP 8 camera has been introduced to the market and is receiving critical acclaim. The SP 8 has an internal Optical Zoom Lens which provides compact size and crisp photo results. The camera is waterproof to 30 feet/10m without a housing and shock resistant. Features include: fast shutter speed, 24 shooting modes, 3 underwater modes, auto/manual white balance, 2.5 inch LCD screen, anti-shake, face and smile detection. The rugged aluminum body is attractive, compact and functional. A rechargeable lithium battery provides energy for hundreds of photos. For greater depth capacity and/or prolonged water use, an optional housing is available. SP 80H is waterproof to 135 feet/40 meters, has dual O ring protection, Cam Lock closure system and full function button control. Great rental and extreme sport applications and much more.

💡 WARRANTY TIPS 💡

Warranty returns are a headache for everyone!! Two leading return issues can be significantly reduced with with some simple consumer instructions:

- 1) Corrosion: Internal camera corrosion can cause system failure. A leading cause of corrosion is the condensation caused by the camera's heat interacting with colder surrounding water. Using Silica Gel packs in the housing will absorb moisture to help prevent corrosion and avoid "lens fog".
- 2) Zoom lens failure: Zoom lens mechanisms are very sensitive. Many consumers try to insert or remove cameras from housings with the zoom lens in the open, ON position. This can exert pressure and strain on the lens mechanism. Simple solution-make sure the camera is turned OFF before installing or removing from from housing!!!!!!