

# SeaLife

Contact: Kerry Graue  
The Graubard Group  
(212) 966-9000, ext. 4  
[kgraue@graubardgroup.com](mailto:kgraue@graubardgroup.com)

## **SEALIFE'S NEWEST SPLASH: DC1000** **Higher Megapixels, New Underwater Settings Bring** **Underwater Photography to the Next Level**

**MOORESTOWN, N.J.** – Colorful tropical fish, white sand beaches and crystal blue waters all come together; creating the perfect vivid setting to capture your memories. SeaLife brings all the true colors of the water and the world to your photographs. SeaLife's new DC1000 10-megapixel camera now has features specifically designed to allow for the best possible photographs, both in and out of the water.

The newest addition to the SeaLife line debuts the Easy Set-up mode - a graphic on-screen guide that takes the guess work out of setting up the camera for great pictures on land or underwater. The DC1000 includes four new specially designed underwater modes that make it simple and easy to take perfect pictures in any water setting and its updated design includes an ergonomic grip, large shutter button and well-spaced buttons make the camera easy to handle and user-friendly. Versatility is key, as users can take stunning photographs anywhere. No matter the location or the situation, the DC1000 can handle the environment.

The unit functions just as effectively top-side as it does under water by easily removing the slim inner camera from its waterproof housing. The 10-megapixel camera includes

5x optical zoom, auto-focus to 2 inches (5 cm) and features a video mode for high-resolution digital videos with sound. Its large 2.7 inch LCD allows perfect framing and easy on-camera viewing. It has virtually no shutter lag for fast action photography thanks to the fast shutter response time and quick-start.

“The DC1000 is another step up in making great pictures easy” said Joe Ifi, SeaLife’s director of sales and marketing. “Ease of use and advanced adaptation to underwater conditions have made SeaLife the leader in underwater cameras. With its new features and upgrade in technology geared towards the SCUBA diver and underwater enthusiast, the DC1000 is sure to add a new dimension of fun in and out of water.”

SPY mode allows the camera to take continuous pictures at set time intervals so you capture the perfect shot of hard to photograph subjects. Select the desired time interval from 5 seconds to 5 minutes and push the shutter button. The camera will automatically take pictures until the memory card is full, you push the shutter button again or the camera runs out of power. Capture those impossible pictures when you can’t get close enough to the subject. The SPY mode has endless applications limited only to your creativity.

The DC1000 is guaranteed waterproof to a depth of 200 feet (60 meters) although its total weight is less than 17 ounces (482 g) and its compact size is only 3.5” x 5.5” x 3.4” (HxWxD). It features a 25X Mega Zoom (5X optical zoom plus 5X digital zoom), four underwater exposure modes (Sea, Snorkel, External Flash Auto, External Flash Manual) and 10 land modes (Auto, Sports, panorama, landscape, night scene, fireworks, splash water, flow water, anti-shake, AV [aperture priority], TV [shutter speed priority]. The camera’s external polycarbonate body is rubber-armored for sure-grip handling and shock-protection in all conditions.

The camera system includes 32 MB of built-in memory, and an SD/SDHC Card can be added for up to 16 Gigabyte of memory. Included is a high capacity rechargeable lithium battery (1250mAh) that will power the camera for a two-tank dive and 200+ photographs.

The DC100 is available at dive and photo shops nationwide at a suggested list price of \$549.95, and it is compatible with SeaLife's line of accessories.

SeaLife Cameras, recognized by TIME Magazine for one of "The Most Amazing Inventions Of 2005" for its DC500 digital camera, is a leading manufacturer in digital dive cameras, with over 25 years of experience designing durable waterproof cameras to the specific needs of outdoor and watersports enthusiasts.

For more information on SeaLife Cameras, please contact us at Pioneer Research, 97 Foster Road, Suite 5, Moorestown, N.J. 08057. Tel. 1-800-257-7742. Or visit the SeaLife website at [www.sealife-cameras.com](http://www.sealife-cameras.com).

**COLOR IMAGES ARE AVAILABLE UPON REQUEST**

###