

# SeaLife®

**For Immediate Release**

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## **SeaLife® Introduces New 0.75x Wide Angle Conversion Lens for DC2000 camera**

SeaLife, the leading maker of underwater imaging gear, introduces a new 0.75x Wide Angle Conversion lens that compensates for the water's magnification effect (i.e. refractive index), increasing underwater field-of-view by 33% allowing underwater photographers to get closer to the subject and still fit everything into the frame.

The 0.75x lens design uses high grade 2-element optical glass components that deliver crisp edge-to-edge sharpness. All internal optical elements are fully, multi-coated to prevent glare and maximize light transmission. The 2-element optical design makes this lens lighter, more compact and less expensive than any other wide angle lens we have ever developed.", says Bjorn Harms, SeaLife's Vice President of Product Development. "Gaining the extra field of view allows divers to shoot larger subjects while maintaining a closer shooting distance."

The lens fits all SeaLife DC-series cameras and other cameras with a 52mm thread mount, and comes with a 52mm DC adapter ring (SL977). Easily attach and remove this lens both on land and underwater. The SeaLife Conversion Lens is waterproof to 164ft/50m and weighs only 5.5 ounces (155 grams) making it travel friendly and easy to handle underwater.

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## SeaLife 0.75x Wide Angle Conversion Lens

Availability for the new conversion lens is expected by mid-February 2018 with pricing as follows:

| <u>Item</u> | <u>Description</u>               | <u>US Retail \$</u> |
|-------------|----------------------------------|---------------------|
| SL051       | 0.75x Wide Angle Conversion Lens | \$199               |

### **About SeaLife:**

SeaLife Underwater Cameras are made by Pioneer Research in Moorestown, NJ and were first introduced in 1993. In 2000, SeaLife developed the world's first digital underwater camera. In 2007, SeaLife developed the first non-housed digital underwater camera, and in 2013 SeaLife introduced the powerful Sea Dragon Lighting system and its innovative Flex-Connect tray, grip, arm, and accessory system. In 2014, SeaLife introduced the Micro HD, the world's first permanently sealed underwater camera, followed by the new Micro 2.0 in 2015 and the cutting-edge DC2000 underwater camera in 2017. SeaLife cameras, lighting and accessories are sold and serviced in 64 countries around the world.

For more information visit [www.SeaLife-Cameras.com](http://www.SeaLife-Cameras.com)