

SeaLife®

FOR IMMEDIATE RELEASE

Contact: Bridget Burlage

856-866-9191 ext.135

bridget@pioneer-research.com



SeaLife® Introduces Close Up and Macro Lenses for Micro 3.0 Camera

MOORESTOWN, NJ – SeaLife has introduced a new Close Up Lens for its new Micro 3.0 cameras, including the new ReefMaster RM-4K and previous generations of Micro series cameras. The new lens makes it easy to capture sharp close-up images and video from 6 to 24 inches (15cm to 60cm). The +10 diopter wet lens attaches quickly and easily on land or underwater. The lens features a single optical glass element that is anti-reflection (AR) coated.

The lens' frame mount is constructed of a durable rubber material that protects the optical glass lens and securely presses on to the camera's lens port with a precise, straight fit. The lens also includes a safety lanyard to prevent accidental loss. The Close Up Lens offers a generous depth of field; for those that want a little more guidance, there's a hole for a distance range stick that can be added to the front of the lens (a distance stick can be fashioned easily using a wooden skewer).

For closer focusing, SeaLife offers their two-element Super Macro Lens that shoots as close as 3.5" (depending on camera model), with a lesser depth of field to approximately 7 inches (9-18cm).

<u>Item</u>	<u>Description</u>	<u>US Retail</u>
SL572	Close Up Lens for Micro Series & RM-4K	\$59.95
SL571	Super Macro Close Up Lens for Micro Series & RM-4K	\$99.95

About SeaLife:

SeaLife Underwater Cameras are designed and created 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-housing digital underwater camera, and in 2013 SeaLife introduced the Sea Dragon underwater lighting system and its innovative Flex-Connect tray, grip, arm, and mounting accessories. In 2014, SeaLife introduced the Micro HD, the world's first permanently and fully sealed digital underwater camera, followed by the new Micro 2.0 in 2015 and the cutting-edge DC2000 underwater camera in 2017. In 2018 the company expanded into ultra-compact underwater cameras with its ReefMaster RM-4K, and in 2020 SeaLife introduced the full-featured Micro 3.0 camera.

SeaLife cameras, lighting and accessories are sold and serviced in over 60 countries around the world. For more information visit www.SeaLife-Cameras.com

###