

# SeaLife®

## **FOR IMMEDIATE RELEASE**

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## **SeaLife Launches New Underwater Housing for iPhone®**

MOORESTOWN, NJ – SeaLife is introducing a new compact and lightweight underwater housing for Apple’s iPhone. The new SeaLife SportDiver housing will allow divers to take photos and video with their iPhone down to 130 feet or 40 meters. The SportDiver can encase iPhone 7, 7 Plus, 8, 8 Plus, X, Xr, Xs, Xs Max, 11, 11 Pro Max, SE (2nd Gen), 12, 12 Mini, 12 Pro and 12 Pro Max models. The heavy-duty housing is constructed of Polycarbonate, stainless steel, aluminum and optical grade glass. And while the SportDiver housing is “heavy duty”, it is not heavy, weighing less than 1.5 pounds (641 grams), and is lightweight for travelling and offers almost neutral buoyancy in water depending on which iPhone model is used.

The SportDiver is easy to hold and use and offers a large shutter lever and rear control buttons for easy operation, even with dive gloves. Snorkelers and Divers can get more creative with their photos or video shot by using advanced camera settings. Adjust Zoom, Exposure (EV), Auto/Manual Focus, White Balance, Tint, Lens selection, RAW+JPEG mode, Live Photo and Background Blur (on available iPhone models).

The SportDiver housing includes the free SeaLife SportDiver camera app for iOS 12 and up and unlike other smartphone housing apps, there are no annoying in-app purchases or ads. You can easily switch between photo and video mode. The SportDiver App uses the iPhone camera technology native to each iPhone® model.

The App Playback mode shows full size photos and videos with vertical thumbnail strip to easily locate your images. Videos start playing automatically when selected. All files are also saved to iPhone camera roll. The SportDiver housing automatically connects to your iPhone and the SportDiver app using Bluetooth® Low Energy (LE) 5 wireless technology. No cables or buttons touch the phone and offers ultra-low power consumption for both the phone and the housing which is powered by two AAA batteries that last over 50 hours of continuous use.

For enhanced imaging results, a removable underwater color-correction filter is included with the SportDiver which restores natural underwater colors. The filter easily attached or removes underwater and includes a safety tether to prevent loss. The SportDiver housing

features triple 1/4-20 tripod mounts which mounts to any light or light tray with standard tripod threads such as SeaLife's own range of Sea Dragon underwater photo/video lights. SeaLife also offers the SportDiver and Sea Dragon underwater light combined dubbed the "SportDiver Pro 2500 Set".

For the phone's safety and protection, the SportDiver has a sturdy holding spring and rubber grip tabs that securely hold the iPhone® in place and add shock-protection. The SportDiver has "Dual Leak Alarms" which include an internal moisture alarm and a vacuum pressure alarm which alert the diver with on-screen warnings, audio and LED signal in the unlikely event the waterproof seal is compromised and there's a loss of housing pressure or moisture is detected. The door of the SportDiver is sealed with a TPE O-ring and a robust cam-lock sealing latch that easily and securely locks waterproof door. To prevent interior fogging from residual moisture, the SportDiver uses the anti-fogging agent "Moisture Muncher" capsule which prevents fogging and internal condensation.

Deliveries of the SportDiver iPhone housing are planned to start in November, 2020.

<b>Item</b>	<b>Description</b>	<b>US Retail</b>
SL400	SportDiver Underwater Housing for iPhone	\$299.95
SL401	SportDiver Pro 2500 Set with Sea Dragon 2500 underwater light	\$649.95

**Included with SeaLife SportDiver, Model SL400:**

SportDiver Underwater iPhone Housing  
 Underwater Color-correction filter  
 Vacuum pump  
 Rubber Grip Tabs (12x Small, 12x Medium and 12x Large)  
 Spare O-rings (1x Main O-ring and 1x Vacuum Check Port O-ring)  
 O-ring lubricant  
 O-ring removal tool  
 Deluxe wrist strap with clip  
 Moisture Muncher sample pack (1 capsule)  
 AAA alkaline batteries (2)  
 EVA Carry Case

**Included with SeaLife SportDiver Pro 2500 Set, Model SL401:**

SportDiver Underwater Housing for iPhone, model SL400 *as above*  
 Sea Dragon 2500 Underwater Photo/Video light, model SL671  
 Sea Dragon 2500 Underwater Photo/Video Light head  
 Flex-Connect Single Tray w/ standard ¼-20 mounting screw  
 Flex-Connect grip  
 25Wh Lithium Ion rechargeable battery  
 AC Power Adapter, charging tray, and international plug adapters  
 Spare O-rings, O-ring lubricant, O-ring removal tool  
 Sea Dragon EVA Case

**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](http://www.SeaLife-Cameras.com)