

FOR IMMEDIATE RELEASE

Contact: Bridget Burlage 856-866-9191 ext.135

bridget@pioneer-research.com

micro3.0™



SeaLife® Introduces New Micro 3.0[™] Permanently-Sealed Underwater Camera

MOORESTOWN, NJ – SeaLife is introducing the new Micro 3.0 Underwater Camera, the latest and third generation of if its popular permanently-sealed Micro camera series. The camera is leak-proof with no O-rings to lube or maintain, so there is never a worry about flooding the camera. Like its forerunners, the Micro 3.0 features an ergonomic, compact design with easy-to-use controls and menus. The camera has a 16-megapixel Sony® CMOS image sensor and offers 4K ultra-high definition video. Since it's permanently sealed, the Micro 3.0 has a large 3-plus hour battery good for a full day of diving and built in 64GB of memory to store thousands of photos and hours of video.

The camera's ease of use starts with the three wide Piano key type buttons that are easy to locate and control, even with dive gloves on. The intuitive camera's Easy Setup feature quickly guides you through the correct settings based on the shooting environment, depth and lighting accessories being used.

SeaLife Micro 3.0 Page 2

While the Micro 3.0 takes away the fuss and fiddling with camera controls that plague most underwater cameras, the Micro 3.0 does have an easy option for fine-tuning underwater images with manual white balance adjustments and the ability to capture images in RAW format, for those that want to edit their images later.

The built-in wide angle 100° lens allows the diver to get close to the subjects while still keeping everything in the picture.

The Micro 3.0 offers WiFi sharing ability, so you can wirelessly preview, download and share pictures & videos to a smart phone or tablet with the free Micro 3+ app available at Google Play or Apple App stores.

The Micro has a time lapse function - shooting at set time intervals as a video file or series of still images, and a rapid-fire burst mode that quickly captures a series of full resolution still images at 10-frames per second.

The Micro 3.0 is expandable with popular SeaLife accessories, including Sea Dragon Photo/Video lights and 10X Macro lens. The larger 260K high-resolution 2.4" TFT color LCD display makes capturing and reviewing photos and video easy on the small camera.

The Micro 3.0 includes the Micro 3.0 camera, wrist strap, USB adapter, 3'/90cm USB cable and camera pouch. The optional "Screen Shield" is available for the camera's display window to protect it from fingerprints and scratches.

The Micro 3.0 is also available in two complete camera and light set combinations, one with a Sea Dragon 3000F Auto Light and the other with two Sea Dragon 2500F Lights. Both sets include lights that feature a bright and wide beam, adding color and brilliance to both still images and videos.

<u>Item</u>	Description	US Retail
SL550	Micro 3.0 Compact Underwater Camera	\$599.95
SL552	Micro 3.0 Pro 3000F Set	\$999.95
SL553	Micro 3.0 Pro Duo 5000 Set	\$1,299.95

SeaLife Micro 3.0 Page 3



Micro 3.0 Pro 5000 Duo Set Includes two each Sea Dragon 2500F, grips, and a dual tray



Micro 3.0 Pro 3000F Auto Set Includes a Sea Dragon 3000F, grip and single tray

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

###