

SeaLife®

For Immediate Release

Contact: Bridget Burlage

856-866-9191 ext.135

bridget@pioneer-research.com

micro3.0™



SeaLife® Micro 3.0 Limited Edition Camera Gift Set to include Free Sea Dragon Light

MOORESTOWN, NJ – SeaLife is introducing a new Micro 3.0 Underwater Camera & Light Gift Set in time for the 2024 Fall travel and Holiday season.

The camera is the latest and third generation of 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. 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.

For a limited time through SeaLife's USA dealers, SeaLife is offering the Micro 3.0 Camera & Light Limited Edition Gift Set that will include their new Sea Dragon 2300F Photo Video Light. The new light has an exceptional color rendering of 80 (CRI) and color temperature of 5000K (Kelvin), with a long run time of 80 minutes at full power.

For a limited time, the complete camera and light set will be offered at the same price as SeaLife's Micro 3.0 Camera only. Availability will be available in November through SeaLife's dealer network and while supplies last.

The Micro 3.0 Camera & Light Limited Edition Gift Set will also be available in other countries; however, prices may vary depending on location.

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 3.0 "Explorer" Gift Set includes the Micro 3.0 camera, the Sea Dragon 2300F photo-video light, Flex-Connect Micro tray and Grip, light battery & charger, wrist strap, USB adapter, 3'/90cm USB cable, camera pouch & lens cap.

Item	Description	US Retail
SL556	Micro 3.0 Compact Underwater Camera & Sea Dragon 2300F Explorer Limited Edition Gift Set	\$599.95

The camera and light are pre-assembled and can be used almost instantly after charging.

The new Micro 3.0 Limited Edition Gift Set will be available at Sealife's USA network of dealers in November, 2024.

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. In 2021, SeaLife introduced their first ever underwater smartphone housing, the SeaLife SportDiver.

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

