

Press Release Sample

FOR IMMEDIATE RELEASE

Contact: Jeremy Trallen
Tel.: 1-800-888-8888
Email: Custservice@FlashPic.com

FlashPic Announces the Release of the Highly Anticipated FlashPic 5000 Digital Video Camera

The new FlashPic 5000 will be capable of both recording high-definition video and capturing high-resolution digital stills.

New York, NY (PRWEB) November 11, 2008 – FlashPic, a leader in innovative digital imaging products, released the FlashPic 5000 camera today to a market that was waiting with baited breath for the announcement. Building on the qualities of its previous video cameras and digital still cameras, the FlashPic 5000 combines the best features of both camera types into one compact model that has a surprisingly affordable price tag.

On the digital still side the camera works similarly to a digital SLR. It captures 10 megapixel full frame shots with a sensitivity range from ISO 50 to ISO 25,000. Users are able to control the aperture and shutter speed, and the camera features several preset automatic modes for a variety of situations, such as sports photography and low light shots. The main difference between a traditional DSLR and the FlashPic 5000 is that the new camera does not have an interchangeable lens system due to the presence of the video camera.

The camera also doubles as a high-definition digital video camera. Videographers will be impressed by the full range of video features on this dual model camera. The quality of the video rivals that of any high definition video camera, and the video is captured on a tiny SDHC/SD memory card.

Switching from video mode to still mode is simple with the FlashPic 5000. The photographer simply has to turn a dial to change modes. The video and images are captured on the same memory card, so the switch happens almost instantaneously.

The FlashPic can also be fitted with an external flash to use when using the camera as a digital still camera. It comes with a built in flash as well. The range on the built in flash is about 10 feet.

What about the size of the model? Surprisingly, this double camera is no bigger than a traditional digital SLR. It is also surprisingly light, weighing just two pounds with the standard gear. An optional battery pack will add some weight, but is highly recommended. According to FlashPic spokesperson Jeremy Trallen, "We recommend that all users purchase the battery pack. The FlashPic 5000 has so many features that we simply couldn't design an internal battery system that would support the features for very long without needing to be recharged. The external battery pack ensures that you can take up to two hours of video or 600 shots on one battery charge."

Otherwise, the FlashPic 5000 is ready to go out of the box as soon as the battery has been charged. The camera even comes with a three-gig memory card to allow users to begin capturing memories the moment the battery is done charging.

About FlashPic

FlashPic is a leading digital camera and camcorder designer. They are responsible for the popular FlashPic ultra-compact digital still cameras and have recently developed a digital video camera and still camera combined unit known as the FlashPic 5000. For more information about their products, visit www.FlashPic.com or email custservice@FlashPic.com.

Get a high quality professionally written press release. [Click here now!](#)