



Underwater Photography (U.S.A.), Inc.

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Sea & Sea's MX-5 Makes You Look Good – In Front OR Behind the Lens!

Carlsbad, CA – It doesn't matter if you're an underwater photographer, water skier, amateur shutterbug or simply a casual beachgoer, the new MX-5 "amphibious" camera WILL make you look good.

The ultimate "go-anywhere" camera, the state-of-the-art MX-5 features "point and shoot" technology that makes it easy to take quality pictures, whether you're on the beach, under the water or hiking in the woods.

But that's only part of the story. Sea & Sea's MX-5 takes the latest in modern design and style to a new level. Each MX-5 camera features a translucent, waterproof "turtle shell" housing with a choice of four eye-catching colors (Deep Blue, Coral Green, Anemone Pink and Luminous Yellow) sure to add an element of style to any gear or accessory bag.

Much more than just an attractive package, it's the MX-5's features that really make it stand out from the crowd. The MX-5 incorporates a 28mm focus-free lens with fixed shutter speed of 1/100 second, making it the perfect tool for capturing moving subjects. Ideally suited for capturing images above or under the water, aquatic enthusiasts will appreciate the MX-5's design allowing quality images to be taken at depths of more than 100 feet.

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The MX-5 offers a variety of convenient electronic features. Users will also appreciate the one-touch film loading option, designed to eliminate the potential of mis-loaded film, which can lead to missed photo opportunities. Special DX coding allows for automatic film speed selection, again reducing the possibility of errors. Finally, an automatic fill-flash feature for perfect exposures every shot. A "smart light" sensor triggers the flash when supplemental light is necessary.

An LCD panel continually displays useful information for the user including readouts of the number of shots taken, self-timer and film speed information. Each MX-5 also comes with the innovative Sportsfinder, which assists users in properly framing the images they are shooting. Additionally, when not in use, the Sportsfinder conveniently folds down out of the way and provides an added measure of protection for the lens.

"The MX-5 is a camera that combines that best of all worlds in terms of convenient, leisure-time photography," notes Jeff Mondle, Sales and Marketing Manager for Sea & Sea. "The casual photographer will use the MX-5 for family snapshots and keepsakes. Weekend warriors can take the MX-5 with them when they go sailing or water skiing without the risk of ruining the camera if it gets wet. And finally, image conscious beachgoers can add an element of style to their trip to the beach. The MX-5 covers all the bases and that's the way we designed it."

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At just 6" x 4", the MX-5's compact size allows users to take the camera almost anywhere. A color-coordinated hand strap adds an additional measure of comfort for users looking for optimal style and performance from their cameras, without the hassles of bulky traditional cameras and accessories.

The MX-5, from Sea & Sea Underwater Photography, is the latest addition to the company's well-known international product line. With a suggested retail price of under \$200, the MX-5 is an economical option for busy, on-the-go people who look for quality and simplicity. For more information about the MX-5, visit the Sea & Sea website at www.seaandsea.com or call (800) 732-7977 for the location of your nearest Sea & Sea dealer.

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