

Background information on Rollei

Rollei's story began in 1920 in a workshop in Braunschweig. Rollei established its global reputation as a manufacturer of precision devices with the introduction of its twin-lens Rolleiflex, a revolutionary roll film camera. It soon became a cult brand and went on to develop its own distinctive style of photography during the 50's and 60's.

RCP-Technik GmbH, based in Hamburg, purchased the Rollei trademark rights for the European region in 2007 and has been successfully marketing Rollei consumer products since then. RCP-Technik GmbH has set itself the goal of exploiting the latest trends of the digital age with the Rollei products and making these available to a broad, price-conscious clientele. In 2009, Rollei sold more than 500,000 compact digital cameras and 200,000 digital picture frames in Germany. This is equivalent to a market share of some 9% in the digital camera sector and about 10% in the digital picture frame sector.

Due to the successful development of the company, RCP-Technik GmbH purchased the Rollei brand on 1 January 2010, a date which marked the start of Rollei's 90th anniversary. The acquisition of the Rollei brand, including global licensing rights, represents a pioneering step for the company's future international activities. Rollei products are currently marketed in eleven European countries. RCP-Technik GmbH founded its first subsidiaries in 2010, in Hungary and Turkey.

The current Rollei product range includes the "Compactline", "Sportsline" and "Flexline" range of cameras, as well as the "Movieline" camcorders. The product range was expanded in 2009, and now includes digital picture frames and slide/film scanners. Excellent service is available for all Rollei products: the 24-month care-free package provides customers, with the possibility of exchanging the camera for a new device within 8 days in the event of damage.

Further information can be found at www.rcp-technik.com.

Press Contact:

Jutta Rossié, Phone: +49 (0)89-452219-22, E-Mail: rossie@move-communications.com
Barbara Dornwald, Phone: +49 (0)89-452219-24, E-Mail: dornwald@move-communications.com
move communications GmbH, Fraunhoferstr. 8, D-82152 Martinsried