

## Press Release

### Rollei Compactline 350 – all-round talent for photography beginners

Hamburg, 5 March 2010

With its Compactline 350, Rollei presents a new all-round talent for photography beginners. This versatile compact camera boasts 12 megapixels, 30 different shooting modes, 5x optical zoom, 16:9 video format and a 28 mm wide-angle lens. Priced at just under €100, it offers a host of interesting features, making it the perfect camera for taking on holiday and for snapshots.



The 28 mm wide-angle lens is ideal for taking shots of landscapes and architecture, and also portraits, sports and night shots turn out brilliantly thanks to the wide range of shooting modes. Using the high-speed multi-shot function that shoots up to 30 pictures a second it is possible to capture even the shortest of holiday

moments on the 2.7 inch colour display.

The manual light sensitivity setting means that the camera can be perfectly adjusted to the prevailing lighting conditions. With a maximum resolution of 12 megapixels (4000x3000 pixels), ISO sensitivity can be set to a maximum of ISO 3200.

Rollei's new entry-level camera records holiday videos in 16:9 video format and a maximal resolution of 720x400. The YouTube-ready function provides a convenient feature for uploading home videos easily to the Internet and sharing them with friends.

The camera has a USB port and TV output. It supports SD cards with up to 4 GB and memory cards in SDHC format with capacities of up to 32 GB.

---

#### Press Contact:

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

The CL-350 will be available in shops from April 2010 in silver, violet, red, pink and an aluminium/titanium look and is priced €99.95 (RRP).

- Released for publication. -

Subject to change without prior notice (3/2010)

---

Press Contact:

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