

Press Release

Compactline – the entry-level class from Rollei

Hamburg, August 2009

Rollei is presenting three new devices from its Compactline entry-level series at the IFA. The multifaceted and compact digital cameras are above all set apart by their ease of use. Ideal for amateurs and snapshot photographers who always have their camera at hand and who prefer to rely on pre-programmed shooting modes.

The **Compactline 202** is the top model of the series and cuts a dash with photographers with their own sense of style. The especially slimline casing is not only available in the standard silver finish, but also in the fashionable violet, pink and titanium finishes. But the Digicam has something to offer technically, too: The large three-inch display and the triple optical zoom provide the optimum prerequisites for ensuring that no motif is missed. So that the quality of the shots is also persuasive later in a large-format printout, the Compactline 202 is equipped with a 12-megapixel image sensor. Twenty-eight pre-programmed shooting modes ensure photographic enjoyment, because the correct default settings are available at the press of a button for almost any situation – whether it be a night shot, sport shots or portraits. The Compactline 202 is available at your retail shop starting in September for EUR 149.95 (RRP).



The kid brother of the Compactline series, the **Compactline 102**, with its slimline form, is also very convincing. The casing of the Compactline 102 is less than 19 millimetres thick and at just 105 grams (without battery or memory card) is particularly light in your hand.



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Operation is also facilitated by the anti-shake function and by smile and face detection. Twenty-eight pre-programmed shooting modes offer many selection options so that each photo gets a chance of becoming a favourite. The 10-megapixel image sensor, which enables shots in full HD quality of 1920x1080 pixels, ensures brilliant photos. The Compactline 102 is available in the colours red, silver and black and costs EUR 99.95 (RRP).

For price-conscious hobby photographers, Rollei has the **Compactline 101** on offer. For a recommended retail price of EUR 89.95, the camera offers all equipment features that are important for beginners: Ten megapixels, triple optical zoom, a 2.5 inch TFT display and 16 pre-programmed shooting modes offer many options for the new photographer. Fast-moving subjects are not a problem either – through the continuous shooting function these can be recorded very easily in the picture. Rollei has taken into account processing on the computer and Zoner PhotoStudio 9 Express software is included with every Compactline model.



Further details on the Compactline series can be found in the attached data sheets and under www.rcp-technik.com.

- Approved for publication -

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