

## **PRESS RELEASE**

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### **KYOCERA RELEASES SECOND “SUPER FLASH” COMPACT ZOOM CAMERA WITH THE YASHICA ZOOMATE 150EF**

Somerset, NJ—Following in the wake of its successful launch of the **Yashica Zoomate 165EF** compact zoom camera, **Kyocera Optics** now unveils the latest offering in its line of “Super Flash” cameras—the **Yashica Zoomate 150EF**.

Like its sister camera, the Zoomate 150EF is fully loaded with the features and performance photographers demand in a compact 35mm camera. Fully automatic, the camera provides auto focus, auto exposure and five built-in flash modes. A precise, five-point passive focusing system locks your subject in focus for exceptionally sharp photographs with every shot. The 38mm-150mm lens glides to the setting of your choice with the touch of a button. With its programmed auto exposure, the camera insures the best color and contrast under a range of lighting conditions. Five flash options—including fill flash and red-eye reduction—allow the photographer to select the flash strength desired to properly illuminate his subject: Backlit objects are brightened, daytime shadows are eliminated and intimate portraits can be created using only natural light.

Constructed of ten elements in eight groups, the lens system in the Zoomate 150EF provides astonishing color and clarity. Brilliant colors pop off each photo, whether the subject is a Cape Cod sunset or a family reunion. The sharpness of the images perfectly compliments the color. Thanks to the camera's coated dual aspherical lens, crisp, detailed photos are created shot after shot.

However, the most remarkable feature of the Zoomate 150EF is its ability to utilize the optional Super Flash. A separate, powerful flash unit that attaches to the side of the camera, the Super Flash energizes point-and-shoot photography. Memories that would be lost due to a short flash range or small aperture setting are now saved. When the Zoomate 150EF reads the amount of ambient light available for a given exposure, it automatically determines the correct flash setting. The camera's built-in flash may fire, or the Super Flash may fire to add greater illumination to the subject. If the subject is too dark or too distant to be lit well by either flash, then *both flashes will fire* simultaneously to light the subject for the best exposure. In dual flash mode, the Zoomate 150EF will fire a burst of illumination to increase flash range up to forty feet!

The powerful Super Flash has one additional benefit that underscores its value to the photographer: by providing extra illumination on demand, the Super Flash tames the annoying "red eye" effect common in compact camera portrait photography. A strong burst of light from the Super Flash serves to contract a subject's pupils more thoroughly than the smaller, built-in flash, which in turn greatly reduces or completely eliminates the flash reflection that produces red eye.

The Zoomate 150EF boasts an array of other key features as well. Standard features include automatic film load/advance/rewind, mid-roll manual rewind, a top shutter speed of 1/300 second, Infinity Lock and a built-in panoramic switch. For users with eyeglasses, the camera offers a built-in adjustable diopter (+1 - -3). A date back version of the Zoomate 150EF is also available.

Of course, this wouldn't be a Yashica Zoomate if it were not the smallest and lightest camera of its class currently available: the Zoomate 150EF measures 4.5" (W) x 2.5" (H) x 2.0" (D), and weighs a mere 8.1 ounces. The palm-sized Super Flash stands at 2.9" (W) x 2.5" (H) and 1.4" (D). Small enough to slip into a pocket or purse, both camera and flash travel conveniently anywhere. For photographers who demand excellent optics, outstanding flash functionality and fully automatic features in a compact, lightweight camera, the Yashica Zoomate 150EF is the perfect combination of power and performance.

The Zoomate 150EF is manufactured by Kyocera Optics, Inc., a division of Kyocera International, Inc. The North American headquarters for KOI is located at 2301-200 Cottontail Lane, Somerset, NJ, 08873. For more information about the Zoomate 150EF or other Yashica products, please visit [www.yashica.com](http://www.yashica.com), or call 1-800-526-0266.