



PRESS RELEASE



Ikelite Underwater Systems Announces the Release of New JVC Piccio WP10 Compact Video Packages!

Waterproof camera and housing are a perfect match for even the novice diver

Indianapolis, IN, 11/17/10 – Today Ikelite Underwater Systems announced the release of its new JVC Piccio WP10 Camera and Housing Packages. The package comes with a JVC Piccio WP10 camcorder and is available in both basic and deluxe versions.

The JVC Piccio WP10 video camera offers 1920 x 1080P full HD video with HDMI(R) output. The camera without a housing is waterproof to 10ft (3m), perfect for use on boat or around the dive site. The JVC Piccio WP10 can create 5 megapixel digital stills and features a 4x digital zoom and image stabilizer. A standard SD/SDHC/SDXC memory card slot sets the Piccio WP10 apart from similar cameras with limited built-in internal memory. The built-in battery supports universal USB charging through any computer or optional AC adapter.

Reviewing the day's video is easy using the JVC Piccio WP10's 3" touch panel with Icon Graphics and large Playback Picture. Finally, the JVC Piccio WP10 features built-in LoiLoScope EX Software for "Plug & Share" usability and easy upload of videos and pictures to YouTube™, Facebook, and Vimeo or export to an iTunes® library.

The JVC Piccio WP10's power, zoom, snapshot and record start/stop controls are functional through the Ikelite housing and the unit is depth rated to 200ft (60m). The Ikelite housing is designed with an easy-to-open latch that allows a diver to simply load the camera and minimize setup time. All Ikelite JVC Piccio WP10 packages include a removable UR/Pro color correcting filter for use in tropical blue water settings. Ikelite also offers a full line of accessories that let underwater photographers customize the JVC WP10 camera housing to suit their specific needs, including optional trays and handles, LED video lights, wide angle conversion lens and green water color correcting filter.

Ikelite offers three housing solutions for using the JVC Piccio WP10 underwater. The #5651.11 Basic Package includes the JVC Piccio WP10 video camera and Ikelite housing and retails for \$460 US. The #3900.11 Deluxe Package includes the JVC Piccio WP10 video camera, Ikelite housing, Pro-V8 LED Lite (without batteries), mounting tray (#9523.51) and a sleek padded travel bag (#3910) and retails for \$760 US. The Ikelite housing for the JVC Piccio WP10 is also available by itself as product #5651.10.

