

PRESS RELEASE

FOR IMMEDIATE RELEASE

Camerz Announces USB option for Video Viewing System

February 21, 2006, Minneapolis, MN

The Camerz division of Photo Control Corporation announces a new USB option for the Video Viewing System. Used with digital SLR cameras in high volume portrait and school picture applications, the basic system adapts a high-resolution CCD camera to the viewfinder of the digital SLR. This allows the subject to be viewed live on a large 4 inch color LCD screen that is mounted on the base of the viewer.

The new USB port and software also allows the live and captured images to be viewed on a PC. The live image window can be opened and viewed, even when an image and data management application or other programs are being used.

The USB version of the Video Viewing System with a built-in 4" color LCD is priced at \$1,295.00, and a basic USB model without the built-in screen is also available at \$975.00. The standard Video Viewing System without the USB option is priced at \$1,195.00.

Photo Control Corporation is a Minneapolis, MN based manufacturer of professional photographic equipment that includes the Norman, Camerz and Lindahl brands.