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**FOR IMMEDIATE RELEASE**

## **CameraBright X1 Sheds Some Light on the Challenging Problem of Low or No Light for Novice Photographers and Videographers**

*CameraBright!™ Premier Line of Consumer Lighting Accessories Poised to Help Users of Digital Cameras, Traditional Cameras and Camcorders Get Outstanding Results*

**Arvada, CO — November 1, 2004** —CameraBright, Inc., which is dedicated to providing common sense solutions to photographers, has announced the availability of the CameraBright!<sup>™</sup> X1 lighting accessory, which extends the utility of virtually any camera or camcorder in low and no-light situations. The affordable accessory, which easily attaches to the tripod mount of most cameras and camcorders, ensures that even casual photographers and videographers capture the shots they want—and achieve higher quality results using their existing equipment.

“Today, at least one family member has a digital camera or camcorder—and, for the most part, these amateur photographers are more concerned with capturing memories than learning complicated techniques,” said Brett Pardikes CEO and Chairman of the board. “For just a few dollars, they can equip their existing camera with CameraBright! X1 and substantially raise the quality of their photographs and home movies—and even snare wonderful pictures in environments that would previously been impossibly dark.”

The CameraBright!<sup>™</sup> X1 lighting accessory requires no technical expertise or learning curve—a single on/off switch (with automatic shut off) controls the unit. When on, the accessory gives users a constant light source to frame up their pictures perfectly in the view finder or LCD preview screen—then the camera’s built-in flash can be used for taking the actual picture. In addition, the additional lighting reduces the problem of redeye, so that retouching is no longer needed. Most camcorders available today provide no built in lighting for taking movies in low/no-light conditions--but the CameraBright!<sup>™</sup> X1 bright white LED lighting abolishes the problem completely.

The compact unit, which weighs only 2 ounces with batteries and measures 2.5 by 1.5 by .625 inches, is small enough to leave attached to the camera—so it’s always ready to use. Four coin

cell batteries provide up to four hours of continuous use (about one year for the typical digital camera users).

### **Pricing & Availability**

CameraBright!<sup>TM</sup> X1 costs \$29.95. The lighting accessory can be purchased directly from CameraBright, Inc.'s online store ([www.camerabright.com](http://www.camerabright.com)). For more information about the company or its products, visit the company's Web site or call 1-866-342-2144.

### **About CameraBright Inc.**

CameraBright, Inc. is focused on developing the first low cost lighting accessory product line dedicated to the consumer camera and camcorder industry, including digital. Based in Colorado, the company is a privately held corporation. CameraBright, Inc. has a desire and commitment to "Make it Right, Make it Bright!" For more information, visit [www.camerabright.com](http://www.camerabright.com).

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