



SHRIRO (H.K.) LTD.

新闻稿
PRESS RELEASE

11-Jun-2010

Shriro Imaging presents a powerful resource portfolio for the photographic trade at China P&E 2010

Boasting its recently introduced new corporate logo, Shriro (H.K.) Ltd. stood up to its reputation as a formidable supplier of high-end photographic equipment and solutions and the company recently ventured into some new areas to.



SHRIRO IMAGING

Hong Kong • Beijing • Shanghai • Guangzhou

“I am glad to report to you that, despite the recent global economic turmoil, we experienced continuous and strong overall growth and that we tackle the remainder of this ‘photokina’ year with pronounced optimism” said Egon Heldner, Managing Director of Shriro (H.K.) Ltd. in his opening address at the company’s media conference on June 11 in Beijing.





SHRIRO (H.K.) LTD.

新闻稿 PRESS RELEASE

11-Jun-2010

“Introducing the True Focus technology, Hasselblad has recently hit the market with a revolutionary enhancement of its tried and tested H camera system and we are proud to show both the new H4D60 camera and the recently arrived H4D40 camera at our booth” he went on saying. Hasselblad’s standing in the field of high-end photography was underlined with the display of the 2010 Limited Edition Ferrari calendar, shot by the reputed German Photographer Guenther Raupp with the Hasselblad H medium-format digital camera system in the Hasselblad section of the booth. To make sure interested buyers would have a worthy object to shoot with this high-powered camera system, a Ferrari California car was there to be capture in style. During the media conference, attendees were presented with details of the Hasselblad H4D60 camera which is available for viewing at the Shriro booth and which will be hitting the market in July and the TIPA award as best digital medium format camera system recently won by the Hasselblad H4D40 camera that has arrived in the market right on time for China P&E. Journalists also learned about the newly released Phocus 2.5 software for Mac that will not only provide powerful features to photographers when working with the Hasselblad H, CF or CFV systems but also allow user to import RAW files from more than 150 different DSLR cameras. A Windows version without the 3rd party camera function will be available shortly.





SHRIRO (H.K.) LTD.

新聞稿 PRESS RELEASE

11-Jun-2010

The meeting went on to introduce Shriro's new partnership with the Summit Global Group, part owner of the Polaroid Brand, which has set out to bring the hugely popular Polaroid INSTANT Cameras back to the global markets. Giovanni Tomaselli, CEO and Managing Director of the Summit Global Group was there in person to introduce their plan to the Chinese audiences.



Next to take stage was the legendary Carl Zeiss brand, which is celebrating 120 years of writing photographic history. "Carl Zeiss lenses have truly stood the test of time", said Winfried Scherle, head of the Carl Zeiss Camera and lens division. The brand gained recognition in recent years through licensing cooperation with major corporations such as SONY and NOKIA and the high-end Carl Zeiss ZF, ZE and ZK mount lenses are hugely popular in the ambitious Chinese photo amateur market.

US maker of color management devices and software Datacolor announced a feature enriched software upgrade for its Spyder3 Elite display calibration device. Spyder3 Elite 4.0 will also be available to Spyder3 Pro owners to improve their existing calibration system.

Besides introducing its appealing and highly-versatile Tamrac Evolution series camera bags, the US headquartered maker of camera carrying systems showed off its California made US military camera bag line, especially developed for use by the US armed forces in extreme environment.



SHRIRO (H.K.) LTD.

新聞稿 PRESS RELEASE

11-Jun-2010

Italian HPRC presented a new generation of protective cases, introducing the HPRC4400 case featuring recessed handles, lid stay system, internal ribs for rigid dividers, silent rubber feet and a robust but easily detachable wheel system.

German Linhof announced the arrival of the new Linhof TECHNO super precision high-tech camera, especially developed for digital outdoor photography involving architectural structures.

Finally, there was some good news for professional photographers, when Shriro announced its new partnership with German California Sunbounce GmbH, maker of the Sunbounce reflectors that have become treasured companions of ambitious outdoors photographers worldwide.

To present it in the appropriate light, the prestigious Ferrari California car dominating the Hasselblad section in the Shriro booth was surrounded by top end lighting equipment from broncolor, inclusive the TIPA awarded Scoro power generator and the impressive Para reflector.





SHRIRO (H.K.) LTD.

新闻稿
PRESS RELEASE

11-Jun-2010



新闻稿查询 Press Contact

香港 Hong Kong



+852 2524 5031



+852 2810 6586



marketing@shriro.com.hk

国内 China



+010 8580 1922 ~ 1927 (6 条线 lines)



+010 8589 1416



beijing-imaging@shriro.com.hk