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SINAR BRON IMAGING LAUNCHES NEW SINAR HY6 DIGITAL MEDIUM-FORMAT CAMERA **Fully Integrated Design, Flexibility of Formats and Sinar's Proven Image Quality Add Up to State-of-the Art Medium Format Photography**

EDISON, NJ, May 8, 2007 — Sinar, the legendary Swiss company that pioneered the use of digital imaging technology in the professional photography market, is bringing to market its much-anticipated Sinar Hy6 medium format digital camera system. The Sinar Hy6, which received the Photokina Star 2006 award for most outstanding new product, is the result of collaboration between Sinar, the technology giant Jenoptik and Franke & Heidecke (Rolleiflex). Designed to capture images using both digital and conventional film backs, the Hy6 offers photographers a true 6x6 cm medium-format size with the flexibility of a 4.5x6 cm camera.

“The Sinar Hy6 embodies the technological know-how, precision engineering and manufacturing of three world-renowned companies whose single objective was to create a medium-format camera system that is intuitive in design and second to none in performance,” said Cathy Strobel, President, Sinar Bron Imaging. “A fully integrated digital system, the Sinar Hy6 will support the entire Sinar digital product line-up.”

Open System

The Sinar Hy6 is based on an ‘open system’ design and can easily adapt to advancements in future chip technology by allowing the insertion of larger (higher-resolution) image sensors of up to 56x56 mm.

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Sinar's Legendary Image Quality and Operational Flexibility

The camera's synchronized flash speeds of up to 1/1000 second, combined with a wide selection of high-quality Sinaron, Schneider and Zeiss lenses, deliver optimum image quality and edge-to-edge sharpness in any situation. The Sinar Hy6 can be operated either by using the controls on the camera or remotely via computer by using the Sinar CaptureShop™ software, a key feature for studio photographers. An integrated LC display on the rotating control grip allows photographers to see and read settings from nearly any angle. This is especially important for photographers working from the computer.

"The Sinar Hy6 offers numerous features that give photographers the freedom, flexibility and functionality they need to remain competitive in today's digital imaging marketplace," said Ms. Strobel. "Sinar's legendary commitment to quality combined with support from parent company Jenoptik is a winning recipe for the success of this camera."

Availability and Pricing

The Sinar Hy6/Sinarback eMotion 75LV medium-format digital camera system will begin shipping in the U.S. in mid-July with a suggested catalog price of \$32,500. The Sinar Hy6/Sinarback eMotion 54LV will have a suggested catalog price of \$30,500. The Sinar Hy6 System will be supported worldwide through authorized Sinar service centers.

About Sinar Bron Imaging

Sinar Bron Imaging is the exclusive US distributor of Sinar, Broncolor and Foba, the legendary names that represent a 60-year legacy at the forefront of developing the world's highest-quality high-end photographic and lighting equipment.

Made in Switzerland, Sinar Bron Imaging's products deliver unsurpassed precision, consistency and image quality, empowering photographers to fully realize their creative ambitions with equipment that lasts a lifetime. For more information, visit www.sinarbron.com.

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About Jenoptik

Jenoptik specializes in photonics and mechatronics technologies. The company's core competency is putting light to use as an industrial tool. Jenoptik is active in the four areas of lasers, optics, sensors, and mechatronics.

Beyond its expertise in professional photography, Jenoptik is also active in the area of scientific photography. Through its subsidiary Robot Visual Systems, based near Dusseldorf, Jenoptik has been instrumental in and successfully implemented the transition from wet film to digital technology for traffic safety technology. Thanks to its state-of-the-art digital cameras developed for use in traffic safety, Jenoptik has become one of the world's leading providers of this technology. Jenoptik acquired 100% of Sinar AG shares in 2007.

About Franke & Heidecke

Franke & Heidecke GmbH Feinmechanik und Optik develops, manufactures and distributes the Rolleiflex brand of professional camera systems as well as Rolleivision slide projectors. Additional fields of activity of the Brunswick company are the production of precision-mechanical and optical components, high-performance lenses and prototypes, as well as the development of custom-tailored optical solutions. In the fall of 2005, Franke & Heidecke became the successor to Rollei Produktion GmbH. The name of the company goes back to the inventors of the legendary twin-lens "Rolleiflex," Paul Franke and Reinhold Heidecke.

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