

DXG ANNOUNCES FIRST 10 MEGAPIXEL DIGITAL CAMERA TO BREAK THE \$200 PRICE BARRIER

DXG-110 Includes Pro Features: Focus Illuminator ISO 1600/Antishake, AutoFocus Tracking, Automatic Contrast, & Face Detection

City of Industry, CA, October 31, 2007 - DXG USA (www.dxgusa.com), one of the fastest growing digital camera manufacturers, announced today the **DXG-110, one of the first 10 Megapixel digital camera to break the \$200 price barrier**. Priced at only \$199.99, the DXG-110 offers consumers a low price without sacrificing quality and features. The camera boasts an astounding **10 Megapixel CCD sensor** (with up to 12 Megapixel image resolution), a **large 2.5" high-resolution TFT screen, 3X Optical/4X Digital Zoom, 30 FPS of VGA video with sound, digital voice recording function, and the convenience of 32MB of built-in internal flash memory and an SD card slot**, for the total easy-to-use high-res digital camera package.

The DXG-110 advanced point-and-shoot digital camera captures professional-looking pictures with **minimal settings** so everyone will feel comfortable using the camera. It eliminates complex adjustments so users can take great pictures easily and instantaneously, with just a touch of a button. Even in **extreme low-light situations, the new DXG-110 camera adjusts** shutter speed and aperture automatically to take the perfect picture every time.

Easy-to-use Pro Features for a Low Price

The DXG-110 offers **pro features** typically found in much more expensive digital cameras, such as **AutoFocus tracking, Focus Illuminator, and Face Detection**. DXG proprietary technology, including **Automatic Contrast Management, Advanced Flash Controls, ISO 1600/Antishake, and Dynamic Fill Light** also ensures that you can take great pictures consistently. All of these features make the DXG-110 the **perfect holiday gift -- the ultimate 10 Megapixel digital camera** for everyone who enjoys taking pictures, but demands quality, ease of use, and technology at an affordable price.

DXG New Technologies

Automatic Contrast Management is a new DXG technology that **detects contrast levels and applies the best dynamic range in high contrast scenes**. Compared to the 8-bit post processing known as D-Lighting, the DXG-110 does this completely in **12-bit resolution** to provide the best detail possible. In addition, the new DXG **Dynamic Fill Light** technology **reveals details in dark areas** in high-dynamic (high-contrast) scenes. This is particularly useful to correct dark photos when shooting against backlighting.

The DXG-110 also features an **Advance Flash Control System** that ensures exposure is accurately captured when the flash is fired, especially against dark/black or white/bright backgrounds. This technology automatically **measures AF distance, aperture and zoom** to ensure that pre-flash provides the best linearity for more accurate flash output.

DXG-110 Features:

- Image Sensor: 1/1.76" Panasonic 10.37 Megapixel CCD Sensor
- Active Pixels: 10.0 Megapixel – up to 12 Megapixel
- 3X Optical Zoom/4X Digital Zoom
- Focus Illuminator
- Face Detection
- AutoFocus Tracking
- Supports Direct Print
- Sensor Sensitivity – Auto or Manual (ISO 100, 200, 400, 800, 1600 Equivalent)
- Storage Media
 - a. Internal: 32MB Flash Memory
 - b. External: SD/MMC Card, support high-capacity SD cards up to 4GB
- White Balance
- EV Compensation
- Self-Timer
- PC Interface
- TV Out Format
- Shutter – Mechanical and Electronic Shutter
- Auto Power Off
- Power Supply – 2x Alkaline Batteries

The DXG-110 is available immediately with a suggested retail price of **\$199.99** through major retailers and at www.dxgusa.com. It comes complete with 2AA Alkaline Batteries, a USB/AV Output Cable, wrist strap, camera pouch, Mr. Photo 3, VideoWorks6 and driver software, and User Manual.

About DXG USA

DXG USA “The Digital Camera Company” is one of the fastest growing digital camera manufacturers in the United States, selling attractively-designed digital cameras for the youth and mainstream markets. Compact, fashionable and affordably priced, DXG digital cameras are setting trends for quality and utility. DXG USA is a fully-owned subsidiary of DXG Technology Corporation, one of the world’s leading manufacturers and designers (OEM/ODM) of digital cameras and camcorders. With over 20 years of experience manufacturing digital technology products under other brand names, DXG now designs and manufactures cameras under its own name. DXG Technology has won numerous design and innovation awards and employs over 4,000 people worldwide.

For more information on DXG USA, please visit www.dxgusa.com.

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