

GOING DIGITAL: THE EASY WAY

Camera Manufacturer Offers Latest Technology and Ease-of-Use All In One Product



In today's world of digital technology, photography takes center stage. Whether one is a pro or a novice, their pictures are the stuff their memories are made of--so, of course, they want them to look good. Accomplishing that can seem quite daunting, however, when one isn't a pro. So let's take a look at what the market has to offer those who were not trained in the art of tin-typing or who have not yet had their names listed in the credits of National Geographic. Deciding which technology and features are needed for the everyday photographer and then comparing them to those a specific camera offers is of utmost importance. One of the key factors in deciding which camera is best is to determine the product's ease-of-use. Cobra Digital takes the guess-work out of the decision-making process by offering one of the easiest-to-use digital cameras available on the market today: the DVC960.

One of the new products to be unveiled at CES will be the DVC960. It is a digital camera with video capabilities that afford up to 2 hours of record time. And, all with just the touch of a button! That's right. Just one button, i.e., one touch, does it. Point, shoot, record. Talk about easy! If it were any easier, it would do it on its own! But that would take the fun out of doing it for oneself...and, the thrill of being able to say that the everyday photographer took those great shots!

Besides being so easy to use, the DVC960 is sleek, stylish and compact. And, talk about style! It's available in two colors: silver and pink. So the customer can choose the color that best suits them...or the mood they're in on a particular day!

"So how does the DVC960 fare in terms of technology?" one might ask. It offers a broad spectrum of specifications suited to individual needs or requirements. Some of these include output resolution, image sensor, image storage, shutter speed, audio recording, SD card slot, multi-media interface, and file format. If someone asks for it, chances are, the DVC960 has it. Can it do this? Can it do that? Most likely, it can.

Here's what one very satisfied everyday photographer has to say about the DVC960:

"This camera is so easy to use! I must admit, I've always been rather intimidated by cameras, and especially now with all of the digital ones out there. So my husband and I picked up one of these little guys and, wow! Were we impressed! We took it with us on our recent trip out West, and it was a breeze. Plus, we have great pictures now from our trip to show all of friends and family. Thanks, Cobra, for coming up with such a great product!"

Cobra Digital has 25 years experience in camera manufacturing. They consistently work to increase their product line to meet the ever-changing demands of today's market place: Seven new models were added in 2007 and another 21 will be added in 2008. And, they continually strive to meet and exceed their customers' satisfaction and appreciation for both their excellent products and service.



If you'd like more information about the DVC960 and/or other products Cobra Digital has to offer, please stop by the Cobra Digital booth # 31729 at the 2008 Consumer Electronics Show (CES) At the Las Vegas Convention Center in Las Vegas on January 7th through the 10th, 2008. Or feel free to call Jim at 847-537-9400 or contact him via email at jim@cobradigital.com.

Don't forget to check out their other exciting products on the web at www.cobradigital.com.