



July 2012

## **PRESS RELEASE**

### **WORLD PREMIERE!**

**New product: “Pimp your cam . com” – the new and unique way to customise camera bodies and lenses**

**LIFE IS COLOURFUL! PHOTOGRAPHY IS HAVING FUN! → PIMP YOUR CAM!**

True to the principle “be unique”, the **PimpYourCam.com** team are now offering the opportunity to personalise the usually dull black (or at least single-coloured) body of your camera (and your lenses).

The team is made up of the well-known Dusseldorf advertising photographer and photography book author Jens Brüggemann and selected top airbrush artists. Life is colourful – so why only take photos with a boring black camera? Jens Brüggemann asked himself and the idea to transform colourless cameras into distinctive works of art was born.

Every camera is unique increasing its value considerably. The design also provides a high recognition value and thus offers good protection against theft. For those customers, who want a really personal touch, an individual design can be agreed with the **PimpYourCam.com** team in advance for a small extra charge which is calculated according to the actual additional work required.

The styling process has undergone extensive testing and professional photographers have tested the use of the airbrushed cameras. Proven treatment methods to prepare the camera and the use of special paints and coatings guarantee the long term durability of the design.

Photography is twice as much fun with **PimpYourCam.com!**

The team works with selected specialist retailers where the product will be available worldwide from the end of July 2012. The customer can then order their selected design directly in the camera shop when they buy a new camera. It is also possible to add a design to existing photographic equipment.

The customer can choose the design they would like from the selection provided on the **PimpYourCam.com** internet site. The Pimp-configurator allows a lot of different styles and colors. It is also possible to add an individual design (for example a company logo). The **PimpYourCam.com** team will fulfill all possible camera design requests!

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Comparison: before and after

