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## New name in digi-cam game



THEY might not even be on your radar but GE, otherwise known as General Electric, make technology that's all around us every day.

The firm is involved in everything from aircraft engines to water processing to medical imaging, employing more than 300,000 people worldwide in 100 countries. So it's fair to say, they know a thing or two about electrical items.

And now they've launched an all-out assault on the lucrative digital camera market in Britain with a range of new snappers under a brand-new arm of the company called GENERAL IMAGING.

There's seven models on the way, four of which will hit the shelves in March and it seems pretty much all tastes and skills are catered for.

All feature a nifty mode to stitch together three images to make a massive panoramic shot, while GE has used its expertise to develop an enhanced version of the face detection technology we are used to seeing now.

They claim theirs will recognise smiles and, wait for it, blinks to ensure your pictures are never spoiled and always come out with everyone showing their gnashers.

Common features also include 14 automated scene modes, image stabilisation, red-eye removal and slim bodies.

The entry level camera has a decent seven megapixels and 3x optical zoom rising through to a 10MP slimmer version and then onto a 12MP with rechargeable battery rather than double AA and 4.5 digital zoom to compliment the optical one.

My two picks though from the set are the G2, with eight megapixels, 4x optical and 4.5 digital zooms and a body that is just 18mm thin.

And the top-of-the-range E1050, with 10MP, 5x optical WIDE ANGLE zoom and a three-inch touchscreen on the back. It's also got an HDMI connection to hook up to your high definition telly to display those slideshows with style.

No prices have been set yet, but if GE is to meet its target of being a big player within five years, they'll certainly be competitive on the cost front. I'd imagine from about £70 up to £300.