

GE enter digital camera market in UK with 7 new models

By Stuart Miles Pocket-lint - Tuesday, January 22 10:37 am

GE has launched a range of cameras in the UK as the American company hopes to go head to head with companies like Canon, Nikon and Olympus.

The move will see the launch of seven different cameras, with the first to be on shelves by March and the rest following in the summer.

Hoping to appeal to the fashion conscious the cameras will come in what GE is calling a "rainbow of colours" from pinks to purples to yellow and green in addition to the standard black and silver.

The cameras will also incorporate newly developed [technology](#) for smile and blink detection, which has been built into the standard face detection feature.

Speaking at the launch, European Director Gary Banks said: "Our aim is for GE to be one of the top digital camera brands within five years. We've started by offering a range that is stylish, easy to use and high quality."

The new models include the A735 and A835 entry-level models that will feature 7 and 8 megapixels respectively. Both will come with a 3x optical zoom, 4.5x digital zoom, 2.5-inch LCD, and use AA batteries.

The E1035 will offer 10 megapixels, a 3x optical zoom, 4.5x digital zoom, 2.7-inch display, 24mm thin body and a rechargeable lithium-ion battery.

The G2 promises to be one of the slimmest and lightest cameras on the market and will come in an 18mm thick shell, offer 8 megapixels, have a 4x optical zoom, 4.5x digital zoom, 2.7-inch LCD display and like the E1035 have a rechargeable lithium-ion battery.

The A840s will offer 8 megapixels, a 4x optical zoom, 4.5x digital zoom, 2.7-inch display, 19.5mm thin body and a rechargeable lithium-ion battery.

The E1235 will max out at 12 megapixels, feature a 3x optical zoom, 4.5x digital zoom and 2.7-inch LCD display. It will have a 24mm thin body and also come with a rechargeable lithium-ion battery.

Finally the E1050 will sit at the top of the range. It will come with a HDMI socket just like the Samsung L85, a 3-inch LCD screen and 10 megapixel resolution. On the zoom front users will get a 5x optical zoom, 4.5x digital zoom and in camera panorama stitching. The camera is 23.5mm thick and comes with a rechargeable lithium-ion battery.