

FOR IMMEDIATE RELEASE

Introducing Advanced Remote Control for Digital Cameras: The Promote® Control

New advanced remote control allows for flexible workflow with leading digital cameras

HOUSTON, Texas — June 26th, 2009 — Promote Systems today introduced the Promote® Control, a unique electronic accessory for digital SLR cameras that further expands photographers' creativity.

The new, microprocessor-based Promote Control unit allows photographers to control multiple aspects of the connected camera's functionality without actually touching the camera. It does that by utilizing advanced camera control protocol earlier implemented only in computer software programs. With the Promote Control, photographers no more need to bring their laptops to the field in order to perform advanced photography. Most of the photographer's daily tasks can now be carried out using a pocket-sized, battery powered remote control unit.

“The Promote Control unit is a joy to use for time exposures, HDR sequences and bracketing. The interface is far more intuitive than the convoluted menus on my cameras. In one-shot mode, access to the full range of shutter speeds from end of the cable is an especially nice touch - something my camera-maker remote can never do,” said Fred Stucker, a performing arts photographer based in Mountainside, New Jersey. His website is www.stucker.com.

Among a multitude of easy-to-use features, Promote Control offers unique flexibility for exposure bracketing, which is commonly used to create High Dynamic Range images. High Dynamic Range, or HDR imaging quickly gains popularity these days, thanks to stunning detail and tone range rendition. Promote Control propels HDR imaging forward by offering unparalleled flexibility, allowing for bracketing step variability previously not possible with in-camera bracketing modes. Promote Control can also automatically put the camera into Bulb mode as appropriate when performing bracketed exposures longer than 30 seconds, requiring no further user intervention. The resulting images can be processed in a software application of choice to create a highly realistic image with a wide tonal range.

One of the most useful features of the Promote Control is an advanced Time-Lapse mode normally found only in middle to high end professional SLR cameras. Users can now perform Time-Lapse photography with any camera supported by Promote Control, including affordable entry level digital SLR cameras. An optional start delay can be specified to start a Time-Lapse sequence after a certain time period has elapsed.

In order to boost the quality of their photographs, users can easily setup their Promote Control unit to perform a fully automatic, user-defined delay for Mirror Lock-Up before every picture is taken. Locking the mirror before taking a picture gives a tripod-based camera the ultimate stability required to take a perfectly sharp photograph. The Promote Control brings this important feature to every photographer's workflow in a seamless, sensible way. *

In line with its innovative feature set, the Promote Control offers a new adaptive user interface that is both functional and easy to use. A number of user-defined setup settings are available to fine tune every aspect of the Promote Control functionality to the user's preferred workflow.

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Promote Control features a large backlit liquid crystal display, and an ample-sized keypad that can be used in gloves. An optional multi-tone audible feedback is available to indicate the current operation status. The body of the remote control is built to withstand adverse weather conditions and features water/dust protection with sealing covers on all ports and openings.

The Promote Control is powered from 2 AA batteries, the most commonly available power source, and can optionally be powered from an AC adapter. And even when out of power, it retains basic pre-focus and shutter release functionality as an emergency backup. *

Promote Control is compatible with a large, constantly growing set of digital SLR cameras. Further compatibility and functionality can be expanded with freely distributed firmware updates that can be applied to the Promote Control from a personal computer.

The Promote Control currently retails for the suggested price of \$299. It is immediately available for purchase at PromoteSystems.com, Amazon.com as well as at select retailer locations.

Technical Information about the Promote Control:

The Promote Control is compatible with digital cameras supporting an industry standard PTP/MTP protocol for controlling camera functions over USB interface. A non-exhaustive list of supported cameras includes Nikon D3, D3X, D2X, D2Xs, D2H, D2Hs, D200, D300, D700, D40, D40x, D50, D60, D70, D70s, D80, D90, D5000; Canon 1D Mark III, 5D Mark II, 30D, 40D, 50D, 400D, 450D, 500D, 1000D. Other camera models may be supported in future by means of updating Promote Control firmware. More information about the Promote Control, including frequently asked questions, updated compatibility lists, technical specifications, firmware updates, and optional software downloads is available online at <http://www.promotesystems.com>.

* Some features are subject to be supported by the camera, and may require an optional separate shutter cable. Shutter cable availability may vary by the camera brand and model.

About Promote Systems

Promote Systems, a division of Moran Research and Consulting, Inc, designs and manufactures digital photography accessories to streamline photographers' workflow.

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