

PRESS RELEASE

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All you need for your selfies: The new CULLMANN SMARTselfie Easy, Free and Zoom

Langenzenn, 12th January 2015 - **CULLMANN extends its portfolio of high quality selfie sticks with three models and four colours.**

Also in the product range of selfie sticks CULLMANN believes in quality and ease of operation. The new models SMARTselfie Easy, SMARTselfie FREE and SMARTselfie ZOOM come with fresh colours, a Bluetooth connection to iOS or Android smartphones as well as a fair price/performance ratio. Furthermore, the individual products come with different features.

The model range SMARTselfie Easy in silver, blue, green or pink mainly aims at the price consciousness: For 14.99 Euro (recommended retail price) the customers receive a camera triggering via Bluetooth, including a strong holding strap. This makes SMARTselfie Easy the entry level product for the new series.

The SMARTselfie models Free stand for more comfort and more technical features. Besides the camera trigger via Bluetooth you can also use a free-of-charge App to change the camera alignment on the smartphone and to conveniently control the zooming range of the camera. The SMARTselfie Free are also available in the trend colours silver, blue, green and pink and for a price of 19.99 Euro (recommended retail price).

Robust and compact: This best describes the model SMARTselfie Zoom. All in black it has a maximum extension length of actually 84 cm – with a packing dimension of only 22 cm. Both the zooming range of the camera as well as changing the camera alignment can be controlled with the free-of-charge App and the camera is triggered via Bluetooth.

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SMARTselfie Easy



SMARTselfie Free



SMARTselfie Zoom

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Features SMARTselfie Easy:

- Four colours: Silver, blue, green, pink
- Suitable for smartphones with iOS and Android
- Bluetooth to trigger the camera
- Holding strap for convenient transport
- Packing measurement 19 cm, maximum extension: 76 cm
- Minimum clamping range 55 mm, maximum clamping range 85 mm

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Features SMARTselfie Free:

- Four colours: Silver, blue, green, pink
- Suitable for smartphones with iOS and Android
- Bluetooth to trigger the camera
- Changes between camera and zoom control via free-of-charge App
- Holding strap for convenient transport
- Packing measurement 19 cm, maximum extension: 76 cm
- Minimum clamping range 55 mm, maximum clamping range 85 mm



Features SMARTselfie Zoom:

- Available in black
- Suitable for smartphones with iOS and Android
- Bluetooth to trigger the camera
- Changes between camera and zoom control via free-of-charge App
- 1/4 inch connection thread on the underside of the handle
- Holding strap for convenient transport
- Packing measurement 22 cm, maximum extension: 84 cm
- Minimum clamping range 55 mm, maximum clamping range 85 mm
- Snap hook for fastening on bags, belts, etc.



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Models:

SMARTselfie Easy silver
SMARTselfie Easy blue
SMARTselfie Easy green
SMARTselfie Easy pink
SMARTselfie Free black
SMARTselfie Free blue
SMARTselfie Free green
SMARTselfie Free pink
SMARTselfie Zoom black

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About CULLMANN

Founded in Langenzenn, Germany in 1968, the name CULLMANN has stood for practical and high-quality photo and video accessories for more than forty years. Starting from the original idea, through the development process and to the production of a CULLMANN product, we are continuously focused on the needs of the user. Thanks to our ongoing dialogue with amateurs and professionals we know their specific requirements and take them into account for design and production. Every CULLMANN product is guaranteed to provide the user with maximum benefit, simple, well thought-out operation, reliable functionality, unique design, high-quality materials and a long service life – all at a reasonable price.

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