

Montreal, Canada, July 20, 2012

## Press release: Upcoming Aquatica AD800 housing for the Nikon D800/D800e camera

The Aquatica Team is proud to introduce you to the Aquatica AD800 housing for the new bench mark in digital photography, the Nikon D800/D800e.



Aquatica has designed the ultimate housing for this new Nikon camera along with the usual comfortable ergonomics usually associated with our housings. The AD800 incorporates a multitude of refinements. Among them, the Aquatica AD800 housing is the first of its kind to offer access to the Fn and DOF preview buttons. This is done via a unique toggle lever that access the two buttons, while the depth of field feature in itself is, quite arguably, of little use underwater. The many Custom Functions roles that can be attributed to these two buttons sure is worthy of attention.

Here is a quick round up of the featured roles these two buttons can be attributed:



Power Aperture (Close) Index Marking in Video mode View photo shooting info



Select Image area using the Main Command Dial

Convert to depth of field Preview

FV Lock (lock the flash value)

AE/AF Lock

AE Lock only

AE Lock (Reset on release)

AE Lock (Hold)

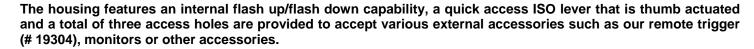
AF Lock only

AF-ON Flash Off

Power Aperture (Open) Index Marking in video mode

View photo shooting info





Aquatica has the most comprehensive selection of easily interchangeable strobe connectors in the industry. The 20070-NK has two of classic 5 pins Nikonos connectors and the 20070-KT is supplied with a time proven 5 pins lkelite connector. Both version are ready to accept currently available TTL converter, S-TTL is also available with the 20070-OPT through optical connectivity with either of the supplied Sea & Sea and Inon type adapters. Lastly the 20070-HYB offers both a classic Nikonos and an optical connector giving the housing the ultimate choice in strobes selection. Bulkheads are now replaceable in the field without the need for specialized tools.













This precision housing is the product of a time proven lineage of underwater camera housing. Over 30 years of expertise in this field has made sure that every aspect of the housing's ergonomics were studied and access to its controls carefully implemented. This housing is a statement to the constant evolution of our knowledge and of the influence of the many professional's image makers from around the world who work and consult with us.

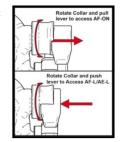
The Aquatica AD800, like all of our housings, benefits from the finest material available in the metallurgic industry. It is carefully crafted from a selected alloy of aircraft grade aluminum and graced with the finest grade of stainless steel for its multiple controls. Every housing is machined on the latest 5 axis computer assisted machines. It then undergoes a protective anodizing process to the stringent North American Military Specifications. For further protection, a baked on powder coating paint is applied, this coating is as tough as nail tough. Furthermore, corrosion inhibiting, zinc anodes are supplied as standard equipment. This extra level of protection does make a huge difference as can be seen on some Aquatica housings that even with over 1,500 dives on them, still look as fresh as the day they came out of the box. This housing is made for the hard working professional in mind, one who truly understands reliability in the field.

The AD800 housing a newly designed camera tray; it smoothly and precisely positions the camera in the housing and is easily disengaged by a simple push on a tab. The zoom actuating pinion gear and the lens release lever pull out to allow the user to remove the camera from the back while keeping a lens and zoom gear attached.

Given the unprecedented impact the Aquatica AD800 is bound to have on the underwater video industry, it was deemed absolutely important that this new housing be optimized for this task. All video controls are designed for easy reach and smooth operation. Whether it is for video or for still images the serious side of this housing operation is apparent from the get go.

The AF-L/AE-L & AF-ON button access is now provided with a combined lever and rotating collar that prevents ambient pressure from pushing it back towards the housing. The menus buttons have been angled to provide better access from your left hand. The AD800 now uses the 4xxxx generation lens gears system with a smaller housing pinion gear and a larger lens gear, the results is a smoother action while zooming in a video sequence.

The AD800 housing's lightness should not be misinterpreted as a weakness. This housing still has the same standard 90m/300ft depth rating and can still be upgraded to 130m/425ft depth rating. Its knurled knobs and oversized controls mean easy operation no matter what the situation is. Anyone familiar with our climate knows that being built in Canada also means that all housings from Aquatica are born and bred in one of the world most rugged diving environment. Bottom line, if it works in our local conditions, it will work everywhere else!



The AD800 retain our popular molded grips; these have been the reference in comfort for the last 25 years. They are lightweight, sturdy, and are made of one piece and cannot come unglued, fall apart or corrode. Both grips have mounting holes ready to accept popular mounting bracket of our TLC system and for the most current strobes and lighting arms out on the market. An extra mounting point for a focus/video light or other accessories is on top and another three additional mounting points are provided under the housing for various brackets, support or tripods.

Seen on the right is a view of the business side of the new Aquatica AD800, clearly showing the serious nature of this housing. On the left hand, the buttons and mode selector control are angled and positioned for quicker access to the various functions. On the right hand the record lever has been relocated closer to your index. The Live View toggle remains within easy reach. The multi controller pad found on the Nikon D800 is made accessible with a simple and proven design and its SET button has been oversized. All push buttons are of high quality Type 304 stainless steel, the same used in the aerospace industry; these will not break or rust. Their smooth operation and position gives the photographer a very intuitive and normal feel to the housing.









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The Aquatica AD800 is supplied with our Galileo type eye piece. This high quality and coated optical finder gives a bright and full view of the view finder. For those seeking the ultimate in viewing for still image, the optional Aqua View Finder, available in straight and 45 degrees version, are among the best of the industry. They can easily be installed in a matter of a few minutes by the user. The enlarged and enhanced image provided by the Aqua View Finder is second to none in clarity; it provides the photographer with tack sharp corner to corner viewing of the camera view finder for composing and critical focusing

The D800 is supported by one of the most established and comprehensive port and accessories system of the industry. This port system has been a stable platform for over 20 years and remains one of the most reliable and used designs on the market.

This philosophy that made Aquatica housing so popular over the years certainly has not been lost on this newer version! Every effort was made to give you an underwater imaging system that can be tailored to your needs. The AD800 is rugged and reliable housing, one that will adapt to your needs and will last for the longest time with a minimum of care.

Retail Priced at just 3,359.00 USD

For more information and availability, please contact your dealer or Aquatica at info@aquatica.ca





