

Phase One introduces unprecedented five-year camera system warranty and uptime guarantee programs

COPENHAGEN, October 6, 2014 -- Phase One announced today an unprecedented and complimentary five-year warranty program and also a five-year uptime guarantee program for selected Phase One camera systems.

Through these programs, customers who purchase new Phase One IQ2 camera systems will receive a free five-year warranty on all key camera system components, including: camera body, lenses and digital backs; and a complementary five-year uptime guarantee program consisting of free loaner units being made available should the camera, lense(s) or digital back(s) need to be repaired under terms of this warranty.

"We're excited to offer these great new five-year warranty and uptime guarantee programs on all new IQ2 camera system purchases," said Franck Roussel Rasmussen, Director Product Management, Phase One. "It's a fitting match when the world's most demanding photographers invest in the world's best camera systems."

Effective since September 16, 2014, the five-year warranty and uptime guarantee programs replace the Value-Added Warranty offered for IQ2 camera systems. Phase One's Classic Warranty coverage is still in effect for other relevant Phase One products and systems.

Pricing and Availability

The five-year warranty and uptime guarantee programs are free services currently offered exclusively with purchases of new Phase One IQ2 camera systems. For more details on these programs, including availability in specific geographic regions, please contact your local authorized Phase One partner. <http://www.phaseone.com/partners>

About Phase One

Phase One is the world's leader in open-platform, high-end camera systems and solutions. Phase One cameras, digital backs and lenses are designed to deliver superior quality image capture and investment value. Phase One's Capture One Pro and Media Pro software help streamline capture and post-production processes for both medium format and DSLR cameras. Phase One products are known for their quality, flexibility and speed enabling pro photographers shooting in a wide range of formats to achieve their creative visions without compromise.

Phase One is based in Copenhagen with offices in New York, London, Tokyo, Cologne, Hong Kong, Shanghai, Sydney, and Tel Aviv. Phase One and Capture One are registered trademarks of Phase One A/S. All other brand or product names are trademarks or registered trademarks of their respective holders.

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