

For Immediate Release



## Cameron Products Announces the Steadepod™



**ONTARIO, CALIFORNIA — October 12, 2009 —** Cameron Products is pleased to announce the Steadepod™, an innovative new camera steadying product. The Steadepod is used instead of a tripod or monopod for low light, long exposure or high zoom situations. The Steadepod's compact size, light weight and quick setup time make it desirable for many situations faced by photographers today where mobility and ease of use are essential.

The Steadepod provides stability for a camera and overcomes limitations inherent with conventional tripods and monopods. It can be used in many situations where a tripod is wanted or needed; low light, long exposure or high zoom situations. The Steadepod can be used with still or video cameras and with the trend toward compact, lightweight cameras it can provide the photographer with more control over the camera.

The Steadepod is especially beneficial when taking photographs that require a long exposure, where the effects of camera movement are most noticeable. A standard rule for photographers recommends a tripod be used with any exposure over 1/60<sup>th</sup> of a second. The Steadepod has been successfully used with exposures up to three seconds. It is perfect for low light situations, like sunsets and night shots.

The SteadePod, about the size of a tape measure, screws to a camera or camcorder as you would a tripod. A stainless steel cable extended from the SteadePod is anchored by a footpad and with a slight amount of tension placed in the cable the photographer's camera or camcorder is steadied. The SteadePod™ is versatile and quickly adjusts to different camera heights and angles. A ratchet and locking mechanism allows positioning of the camera for a steady picture nearly anywhere between 6" to 6'. A swiveling camera pad enables seamless transitions from portrait to landscape compositions.

The SteadePod weighs less than 4 ounces, has an MSRP of \$29.95, is manufactured in the USA under US patent 6,752,369 and patents pending, and is covered under a lifetime service policy. The SteadePod will be debuted to the public at the PDN PhotoPlus Int'l Conference & Expo, October 22 -24, 2009 at the Javits Center, New York. See it in booth 1122.

### **About Cameron Products:**

Cameron Products is an innovative lifestyle camera accessory manufacturer with over 60 years of experience developing extremely high-quality products. We are dedicated to building the most unique and innovative products that provide value and convenience for our customers. Our ideas and products are built to help people enjoy photography while they explore, live, work and play.

### **For more information:**

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### **For more information on the SteadePod:**

<http://www.steadepod.com/>

SteadePod is a registered trademark of West Coast Corporation.

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