

<http://www.pocket-lint.com/news/11845/general-electric-launch-digital-cameras>

General Electric to launch digital camera range in UK

No details as yet on models to be announced

by Stuart Miles published on 24 December 2007

American electronic company General Electric is to go up against Kodak, Nikon, Canon and Samsung to launch its range of digital cameras in the UK, and Europe Pocket-lint has learnt.

The company, which currently sells digital cameras in the US, will launch in the UK on 22 January 2008, ahead of PMA, the photography trade show in Las Vegas at the end of January.

The company then plans to launch in other European countries thereafter.

Details, however, are still sketchy as to which models the company will announce in the UK.

The news comes almost a year after the company launched its digital camera range in the US.

Will we keep you posted.

