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Vivitar announces new digital, underwater and video cameras

CES 2009: Full line-up to be unveiled

by Verity Burns published on 6 January 2009

Sakar International has announced a new line of Vivitar products, all set to be unveiled at CES later this week.

The line-up includes digital, underwater and video cameras as well as digital SLR camera lenses and a battery charger that accommodates over 300 different camera and other lithium ion batteries.

The products are Sakar's first Vivitar-branded SKUs since Sakar acquired the well-known brand last year in a bid to broaden its camera offerings. They have all been given a rough release guide of spring this year.

First up is the Vivitar V8400P underwater, shockproof camera, that will take 8.1 megapixel pictures at depths of up to 30 feet.

The camera features an 8x digital zoom, video capture and a 2.4-inch LCD screen to watch your content back on. There is also a 32MB internal memory, but an SD memory card slot will accommodate cards up to 8GB.

American pricing has been announced as \$129.95, which if it relates to the Sterling equivalent (around £87), will make it one of the cheapest underwater cameras on the market.

The second camera in the line-up is the V8025 digital camera, a high-definition 8-megapixel touchscreen camera with an 8x digital zoom, a 2.4-inch LCD, and a slim design.

This budget-priced shooter (RRP \$99 - around £65) is also compatible with SD memory cards of up to 8GB and has additional features such as image stabilisation, face/smile detection and is Pictbridge-ready for direct-to-printer use without a



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Vivitar's new camcorder offering comes in the shape of the lightweight DVR840XHD, a 5-megapixel HD video camera featuring a 5x optical zoom, and a 3-inch TFT display.

Also compatible with SD memory cards of up to 8MB, additional features on this video camera include image stabilisation, an MP3/MP4 player and a voice recorder.

The DVR840XHD is set to hit the market for \$249.95 (around £168).

The other additions to the Vivitar family are a number of DSLR lenses, called Vivitar Series 1 lenses. With prices ranging from \$149.95 to \$399.95, the series offers an 85mm F1.4A spherical lens for portraits, plus 500mm and 800mm f/8.0 mirror lenses - all usable with both film and digital SLR cameras.

The line also offers a 650-1300mm preset lens with a universal mounting ring (T-mt) that allows the lens to fit practically any SLR camera going.

Last but not least, the Vivitar Ultimate Smart LCD charger for lithium ion batteries will charge a single battery in 1 hour. Whether you need to boost the batteries for your camera, mobile or PDA, the charger supports over 300 batteries of different brands, and operates at both 100V and 240V for worldwide use. It is set to carry a price tag of \$49.95 (around £33).

Keep an eye out for the new Vivitar line-up over this coming spring - we'll get firm European release dates and prices to you when we have them.