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Samsung announces PL55 digi-cam

Family-friendly compact

by Amy-Mae Elliott published on 14 July 2009

Samsung has announced the launch of the PL55, describing it as "the perfect camera for families looking to capture all those important memories".

The 12-megapixel PL55 gets a 5x optical zoom and a 2.7-inch LCD display screen.

The PL55 has Samsung's "Smart Auto" scene recognition with 11 optimised picture settings, face, smile and blink detection as well as a "Beauty Shot" mode for retouched facial skin.

In addition, the PL55 boasts a self portrait feature that beeps when faces are positioned centrally and a "Frame Guide" function that works as a pre-set-up visual guide when you hand the camera to someone to take a shot.

There's also "Smart Album" content management system that claims to make it easier to find snaps, digital image stabilisation, movie capture and up to ISO 3200.

The PL55 has a recommended price of £149 and will be available in black, silver, red and blue from August 2009.

