

## FOR IMMEDIATE RELEASE

Company and Technical Contact:  
Jeff Neal  
VP, Sales & Marketing  
203-336-0183  
[jeffn@promaster.com](mailto:jeffn@promaster.com)

Press Release:  
Lynn Scannell  
Scannell Advertising & Public Relations  
785-266-0122  
lscannell@cox.net

## INTRODUCING THE PROMASTER SHD SERIES TRIPODS

*Designed for the prosumer and consumer markets*

**Fairfield, CT (October 1, 2005)** – Photographic Research Organization, Inc. (PRO) introduced today the **PROMASTER SHD Series Tripods**. Shipping now, the series includes two models, the **PROMASTER SHD SLR** and **PROMASTER SHD Camcorder**.

The **PROMASTER SHD Series** of tripods is designed to meet the needs of the advanced hobbyist who requires a tripod with better stability and more features than the average consumer tripod, but can't justify the cost of a high-end professional model. The tripods feature extra heavy-duty construction and advanced professional design while offering exceptional value.

The **PROMASTER SHD SLR** features an all-metal head with precision 3-way control, perfect for 35mm digital and conventional SLR cameras as well as heavier point and shoot models.

### Specifications:

- All metal 3-way pan head with quick release and dual handles for precise positioning
- 3 Section 30mm Tubular Legs with brace
- Gear Lift Center Column with tension control
- Bubble Level
- 59.5" Maximum Height

The **SHD Camcorder** has a deluxe 2-way fluid pan head with extra long control arm and precision pan and tilt controls.

### Specifications:

- Deluxe 2-way fluid pan head with full pan and tilt control, bubble level and quick release
- 34mm 3 Section Tubular Legs with brace
- Gear Lift Center Column with tension control
- 76.2" Maximum Height

-more-

### **About Photographic Research Organization (PRO)**

Photographic Research Organization, Inc. (PRO), a national retail cooperative founded in 1958, is owned and managed by some of America's most innovative independent specialty photo retailers. Known as "imaging experts" in the local markets they serve, member stores offer a full line of traditional and digital photographic cameras, lenses and related equipment and accessories. Additionally, PRO member stores offer on-site film processing and digital imaging services as well as a complete range of supplies designed to enhance the picture-taking experience.

Market driven and quality conscious, PRO creates and distributes premium quality lenses, digital camera memory, batteries, accessories and filters, as well as digital and conventional electronic flashes, through member retail stores under the company's signature PROMASTER brand.

For more information on PROMASTER products and dealer locations visit [www.promaster.com](http://www.promaster.com).

###