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## THE NEXT STEP IN THE DIGITAL REVOLUTION: INTELLIGENT CAMERA HEADS

### New Camera Positioning System Takes Advantage of the Latest Electronic Innovations

NEW YORK — For years, new photographic tools have evolved on the backs of more powerful microprocessors, batteries, and sensors and customized manufacturing methods. On April 28<sup>th</sup>, Swiss-based startup Koch Photography will partner with New York photo institution Foto Care to introduce the Acadulus CPS-H1, the first electronically controlled self-leveling camera head.

“There are many situations which require fast and accurate leveling of the camera, such as in architectural, panoramic or studio situations. Combining electronics with the proven mechanical concepts, we were able to take the cumbersome guesswork out of setting up shots” said Carl J. Koch, former managing director of Sinar AG and founder of Koch Photography. At the touch of a button, the CPS-H1 levels the camera within seconds using the input from its digital inclinometer. Users can also make precise manual adjustments with the onboard keypad. Optical angular sensors measure the direction of the camera and automatically compensate for yaw as the camera position adjusts. The device can be powered with either a battery pack or an AC power supply.

Foto Care first created a name for itself as the expert’s camera store in 1968. Four decades later, their ability to exceed photographers’ expectations has not diminished. The staff at Foto Care is well versed in the tools of the trade, and with a staff that numbers nearly 30 you will find someone eager to listen and share their enthusiasm and expertise on a wide range of products. For more information: [www.fotocare.com](http://www.fotocare.com)

Koch Photography is a Swiss startup company dedicated to building sophisticated tools that allow demanding photographers to focus on the image, rather than the technicalities. Guided by photographic passion and a 60-year family history of innovation, Koch Photography blends technology and scientific insight to build devices that take the complexity out of demanding photographic assignments.

*For more information about the Acadulus system or to schedule an interview with Jeff Hirsch (Foto Care) or Carl J. Koch (Koch Photography), please contact the respective companies above.*

*The pictures show the Acadulus CPS Camera Head and the key team involved in developing the head in their workshop. They are Carl J. Koch, Patrick Rennhard and Philipp Affeltranger.*