

PICTAR

DSLR YOUR IPHONE



BRIEF SALES GUIDE

hähnel
quality accessories

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 **miggo**

PICTAR. FEELS LIKE A REAL CAMERA, SHOOTS LIKE A REAL CAMERA!

WHY PICTAR?

Because most contemporary photographers – beginners and advanced - are using their smartphones for taking pictures **but are missing the benefits of a real camera.**

Pictar will **dramatically improves the user's shooting experience** by bringing back the advantages of shooting with traditional camera.

- ➊ Adding **unmatched control** over the iPhone's camera with 5 external buttons.
- ➋ Providing sturdy camera-like grip for **safe and effective one-hand shooting.**
- ➌ Enables connecting to it **real camera accessories** such as tripods, LED lights and clip-on lenses.

INTERESTING FACT: FLICKR.COM MOST USED CAMERA IS NOT A DSLR!

The leading camera type used in Flickr.com during 2015 is... **iPhone 6.**

In places 2nd to 6th we find iPhone 5s, 5, 4s, 4 and 5 Plus models.

The first DSLR on the list is Canon 5D mark II - **placed only at 7th place!**

RETAIL BENEFITS:

Only 2 SKU's - No need to carry large number of SKUs in the store.

Multi-fit system - Fits all iPhone models – including future models.

COMPATIBILITY:

Pictar one

For: iPhone 4s / 5 / 5c / 5s / 6 / 6s / SE / 7

Pictar one plus

For: iPhone 6+ / 6s+ / 7+

WHO CAN ENJOY USING PICTAR?

EVERYBODY!

PROSUMERS & ADVANCED DSLR CAMERAS OWNERS

who shop at Photo-specialty outlets.



ENTRY LEVEL DSLR AND MIRRORLESS CAMERA OWNERS

who shop at Consumer electronics (CE) outlets.



MOBILE PHOTOGRAPHERS

who shop at CE outlets, Apple stores and dedicated mobile provider's stores.



SOCIAL RECORDERS

who shop at CE outlets, Apple stores and dedicated mobile provider's stores.



PROSUMERS WILL APPRECIATE

the manual modes and camera accessories compatibility.

AMATEURS WILL APPRECIATE

the multi-state shutter button and 10 pre-set modes.

COMPARISON CHART

FEATURE	IPHONE	IPHONE + PICTAR
IPHONE'S CAMERA ADJUSTMENTS AND CONTROL	COMPLICATED TO ADJUST. CONTROLS ARE "HIDDEN" INSIDE MENUS.	EASY TO ADJUST BY USING 5 EXTERNAL BUTTONS AND DEDICATED APP.
SHUTTER BUTTON	BASIC FUNCTIONS	MULTI-STATE ELECTRONIC SHUTTER BUTTON. FOCUS AND EXPOSURE LOCK.
EFFECTIVE ONE-HAND SHOOTING	NO. TWO HANDS ARE REQUIRED FOR SAFE AND EFFECTIVE SHOOTING.	YES. DUE TO STURDY BODY AND ACCESSIBLE EXTERNAL CONTROLS.
SHOOTING MODES	LIMITED. TOUGH TO REACH.	10 SHOOTING MODES, INCLUDING MANUAL MODE. EASY TO DIAL BY USING PICTAR'S EXTERNAL "SMART WHEEL".
TRIPOD CONNECTION	NO	YES. STANDARD ¼"-20 TRIPOD CONNECTION.
COLD SHOE MOUNT	NO	YES
NECK STRAP	NOT INCLUDED	INCLUDED
WRIST STRAP	NOT INCLUDED	INCLUDED
PROTECTIVE POUCH	NOT INCLUDED	INCLUDED