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FOR IMMEDIATE RELEASE

Kowa Lenses - Crystal Clear - Day and Night

Kowa Introduces Two Series of High Definition-Megapixel Varifocal Lenses

Los Angeles, CA – Kowa Optimed is pleased to announce the release of two new series of HD-Megapixel Varifocal lenses which will premiere at the September 2008 ASIS show, Booth #4371, in Atlanta, Georgia. The new Day/Night Series and the 0 Distortion Series utilize Kowa's advanced lens technology to incorporate XD (Extra Low Dispersion) glass and an aspheric lens. The new innovative Kowa HD-Megapixel Varifocal lens will pave the way for new possibilities in high-end surveillance.

The 0 Distortion Series offers two models in 1/1.8" format. The LMVZ4411 and LMVZ1040 offer focal lengths ranging from 4.4mm to 11mm and 10mm to 40mm, respectively. Models are available in Manual Iris. These megapixel lenses are perfect for low distortion applications.

The new Day/Night Megapixel Series also features two models. For 1/2" format megapixel cameras, the LMVZ3510-IR and LMVZ9020-IR have an IR corrected design.

The LMVZ9020-IR offers a 9mm to 20mm focal length, while the LMVZ3510-IR features a focal length of 3.5mm to 10mm with a wide horizontal angle of view of 108 degrees. Both models are available in manual and DC auto-iris. These innovative lenses are fitting for megapixel day/night applications.

"We are excited about the innovation in these new Kowa lenses," says Shin Inoue, of Kowa Company, Ltd. "Our latest series of lenses utilize inventive technologies to maximize image clarity, while maintaining Kowa's high standards of quality at a competitive price. These lenses are geared towards the emerging high-end security market, which we see as the next frontier in CCTV."



About Kowa Optimed, Inc: Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is one of the largest privately owned companies in Japan and is ranked as the 5th largest trading company. This amazing accomplishment was achieved and continues to be managed by individuals working together for a common goal; remaining a leader in the various industries Kowa participates in. This level of commitment requires constant perseverance and leadership, especially within highly aggressive markets. In order to maintain a competitive advantage, Kowa has created highly successful divisions; Electronics & Optics Division, Pharmaceutical Division, Textile Division and the Non-Textile (General Merchandise) Division. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit www.kowa-usa.com

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