

For Immediate Release

## **May the games begin!**

*The ultimate fast "EXILIM Challenge"*

Casio Europe GmbH, Norderstedt, 23.10.2012 – Always seize the moment – a motto that has become a major claim Casio is aiming for and which has now been realised with the brand new EXILIM ZR-series.

On October 29th Casio starts an online "EXILIM Challenge" with roving reporter Delf Deicke. Delf will face six different, action loaded challenges: Jumping through glass panels or fighting an ostrich are just two examples.

And the question is: Will the EXILIM ZR cameras catch the best moment of each challenge?

Who is fast enough to answer the given questions concerning every single challenge might be the lucky winner of the raffle of the week: a brandnew EXILIM EX-ZR1000 "EXILIM 10th Anniversary Limited Edition" digital camera. For six weeks, each Monday a new challenge will start on [www.exilim.eu](http://www.exilim.eu). The trailer will already go online on October 23rd.

Simultaneously the "EXILIM Challenge" photo contest will as well be launched on October 29th. Within this contest, users can upload their own photos related to the upcoming challenges and be one of the daily winners of a white EXILIM EX-ZR300.

Revolution in highspeed photography! – With the EXILIM ZR-series speed meets fun and style. The cameras impress with their unbelievable speed, guarantee an easy handling and convince with their functionality and design. Experience a brand new world of photography and transform subjects into unforgettable memories – with just one click.