

07 octobre 2011

HDA camera par Okia 2011

CAPTURE THE MOST EXCITING MOMENTS OF YOUR LIFE WITH THE NEW HDA® CAMERA BY OKIA!

Creativity, inspiration and innovation: these are the elements that describe at best the new surprising press kit designed by OKIA for next Silmo.

Always extremely original and funny, OKIA's press kits are intriguing objects conceived to make customers experience the unlimited possibilities offered by the patented HDA® Technology in an amusing and unconventional way. This time, the press kit is an incredible **HDA®Camera** that will come along with you through a fascinating journey around the world!

The press kit is made of several **camera shaped acetate pieces whose HDA®decorations show different countries' views**. You will see the colorful species from the water world of **Hawaii** and visit the local balloon festival in **France**. You will stop off in **New South Wales** to stargaze and then enjoy the wonderful flowers of the **Netherlands** or explore the **Amazon forest** with its beautiful animals. An unusual experience through exciting landscapes to escape your daily routine and rediscover familiar places in their HDA®version!

Patterns and gradient colors are realized on the camera through the application of both **HDA® Technology** and **BMT technique**, a special technique that allows ultra-sharp cutting for all patterns and gives them a strong metallic touch. Thanks to the elegant color-blocking the main elements of the graphic are clearly defined.