



**ISOTTA®**

HOUSINGS and ACCESSORIES  
for UNDERWATER PHOTOGRAPHY

**COMPANY PROFILE**

[www.isotecnic.it](http://www.isotecnic.it)



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Since the first “Foto Isotta” Photographic Studio opened in 1967 in Lazise, we’ve been dedicated to inspire our customers with possibilities: to travel, dive and photograph, using high technology to tell emotions.



## Who we are

**Isotecnic Srl** designs and crafts underwater camera housings and accessories for DSLR, compact, mirrorless and action cameras (GoPro and ZCam) with the signature red Italian brand Isotta. 100% Made in Italy, since 1967 Isotta’s family has marketed high-end equipment for underwater video, photography and lighting, starting its own production in 1980 in Castelnuovo del Garda (Verona), Northern Italy.

Founded by professional photographer Egidio Isotta the brand is reknown for its craftsmanship, for fostering innovation and pursuing excellence in every facet of manufacturing. Today, this tradition continues with Elisa Isotta who, with her husband Andrea, has led the company since 2006, driving forward her father’s same innovation principles.

In four decades of development, the company has always offered its customers forefront signature red products and fully manufactured in Italy.

All housings are made entirely of Isotta’s signature red-colored anodized aluminum and thermo-coated with depth rate to 330ft/100m. With double O-Ring seals on each button and on all removable parts to make it extra safe against leakages, every housing has clearly labeled camera controls and is closed with Isotta’s single handed one-turn knob to be operated with ease underwater. Each product is tested individually to ensure its quality, perfect functionality and highest precision.

## Vision

With extensive industry experience, Isotta strives to build the highest quality products with state-of-the-art technology and an innovative design to keep worldwide photographers comfortable when shooting underwater and their cameras protected from the elements, empowering them to frame memorable moments in water.

Made in Italy stands for high quality of manufacturing and materials to provide long lasting equipment for the demanding underwater photographer.



# Our Values

## **MADE IN ITALY**

All Isotta products are 100% Made in Italy and entirely of our signature red anodized aluminum with powerful anti-corodal coating. Made in Italy stands for high quality of manufacturing and materials to provide long lasting equipment for the demanding underwater photographer.

## **HIGH QUALITY MATERIALS**

Only the best materials sourced and processed in Italy are used to craft all Isotta products, such as anodized aluminum and thermo-coated, and stainless steel. Our commitment to premium quality extends to every level of the production process, from safety to performance.

## **RIGOROUS TESTING**

Each product is tested individually to ensure its quality, perfect functionality and highest precision. Each single part of the housing is inspected and riexamined with a manual process in all production phases, until the final test in the hyperbaric chamber with pressure depth to 100 metres.

## **SECURE WATERTIGHT**

All our products are individually tested to resist pressure at 100 metres depth. Anodized aluminum body and dual high-quality O-Ring seals on each button and on all movable and removable parts protect and ensure a perfect and secure watertight to make our products extra safe against leakages.

## **CREATED FOR YOU**

With our products, we want inspire people with possibilities: to travel, dive and photograph, and have new enriching experiences. Isotta strives every day to create the best gear for worldwide divers and photographers to make sure that our models, processes, and technologies evolve to fit their needs.

In 1980 Egidio Isotta developed and launched the first underwater strobe with minimal dimensions.



## Our History

The story of Isotta begins in 1967, when Egidio Isotta at just 18 years old opened his Photographic Studio “Foto Isotta” in Lazise, on the shore of Garda Lake, Northern Italy. After years dedicated with passion to professional photography on land, in 1977 he started his diving adventures with his inseparable camera.

At the end of the 1970s, thanks to the experience gained with the selling and commerce of underwater photography and video equipment from all over the world, he realized the market was ready to offer new solutions to photographers in need for a lighter and easier to handle in water lighting product.

In 1980 Egidio Isotta developed and launched the first underwater strobe with minimal dimensions and high performances, the Isomat 33. The strobe measured less than 15 cm with a diameter of 80 mm, its body crafted in red anodized aluminum and featuring a beam angle of 94 degrees.

The red color became then the signature trademark of the company. This innovative, light and resistant product soon became the most successful strobe light on the market allowing Egidio to found, with his wife Lilia, Isotecnic company and commercialize the flash since 1982.

As more Italian professional photographers discovered the quality and reliability of Isotecnic products, sales continued to soar. In the wake of this success, Isotecnic extended his flash offers and produced underwater strobes with a quick release handle, the Isolux, in different powers and sizes (20, 50, 100, 250 Watt).

Italian design, high-end materials and signature red color were the gold standards of the company's products.



## The Evolution

The evolution arrived in the 1990s, when Isotecnic crafted the first innovative housing for a video camcorder with a wideangle lens for underwater use that allowed to zoom from wideangle to macro with one lens: the housing had complete external controls and a light system named Astice with different powers (200, 300, 500 Watt) and was presented for the first time in Australia and US.

This initial success served as the springboard for Isotta entry into the underwater photography business. During those years, the company studied a product line 100% Made in Italy and launched the first non-manual flash, the 33 ttl, followed by the 50 ttl in 1996, and continued its strong growth with the release of its first camera housing for SLR cameras with the brand Isotta.

Italian design, high-end materials and signature red color were the gold standards of the company's products: minimal dimensions, one hand opening, double seals in every removable part and a thorough reproduction of all camera controls from outside provided enhanced performance underwater, conquering national and international acclaimed photographers.

Professional photographers choose Isotta's products because of the continuous high performance, reliability and easy maintenance found within the unique Isotta manufacturing of its housings, fully designed, produced, assembled, and tested in its facilities.

Isotta's secret is in knowing how to marry a great tradition of Italian craftsmanship in the field of photography with the most advanced technology, integrated into constant research towards the development of new solutions to respond to our customers' needs.



## The company today

Isotta remains a unique Italian success story. Our products are unique because we are a one of a kind company in this industry; we still design, manufacture, and quality control test our products in house. The company contributed to make history in underwater photography and took advantage of its know-how to develop a forefront uw photo equipment.

Today, this tradition is continuing with Elisa Isotta who, with her husband Andrea, has led the company since 2006 and drives forward her father's same innovation principles. During the years Isotta has expanded the professional product range and invested in new technologies while staying true to its roots and committed to the brand standards.

Each product is tested individually to ensure perfect functionality and highest precision. With extensive industry experience, we strive to build the highest quality products to keep worldwide divers and photographers comfortable when shooting underwater and their cameras protected from the elements.

As a company, we look forward to continuing to use high technology to tell emotions making sure that our models, processes, and technologies evolve with you. Continuous innovation, a commitment to ongoing improvement, and the highest consideration for the customer's requirements have enabled our company to consolidate its image over the years as a reliable, competitive partner, on a worldwide level.

Each housing is manually deburred, lathed, hand polished to obtain the best accuracy, surface brilliance and smoothness of details.



## Production

Cutting-edge production technology is the essential building block to achieve high performance geared products built around a reliable design in order to maximize the added value of Isotta products.

Isotecnic is pioneering the research of high-end materials and advanced technologies to be used in the development and manufacture of underwater video, lighting and camera equipment guided by a team of pros that works with passion and commitment with the goal of maximum quality of each product.

Only the finest materials sourced from specialized companies in the aluminum fusion, the crystal refinement and optical industry are employed to develop high-end products 100% Made in Italy, reliable and carefully crafted. This philosophy guarantees that the highest quality standards are maintained and pursued in all production stages and ensures the durable safety and reliability of the products.

Each housing is created from an aluminum block that is worked in a CNC (Computerized Numerical Control) machine with the goal of obtaining reduced weight and reduced dimensions. The design of Isotta housings is developed starting from a careful study of the measures and components of every camera model: from a first free-hand design we then use the most recent CAD/CAM software able to calculate in detail characteristics such as weight and volume and to simulate the water pressure. The CAD 3D model data are then sent to a sophisticated CNC machine that works on multiple axes and creates the housing's shape from the provided aluminum block.

The housing model is then manually deburred, lathed, hand polished to obtain the best accuracy, surface brilliance and smoothness of details. Once is cleaned and satined the housing is ready for the coloring process made in a specialized laboratory in our signature red Isotta color, which has been our trademark since 1982. The color will remain stable in the housing surface: the most efficient answer to the desire of refined elegance and uniqueness. In an extraordinary precise process each housing is then undergoing the anodization process to create a hard surface and make it resistant to decay.

Each single part  
of the housing  
is inspected, tested,  
riexamined with  
a manual process  
in all production phases.



## Research and Development

During the housings' development, manual operations and innovative solutions are employed to obtain maximum quality products, made as efficiently as possible: assembly and configuration are done with high attention to detail with exact reproduction of the camera buttons and controls, precise bulkhead connectors setting to guarantee an ergonomic and compact housing.

An excellent watertight seal to 100 meters depth is ensured by dual O-rings on each button and removable part. Every time a O-Ring is positioned and each component is in place, each housing is undergoing rigorous testing that ensure it sustains the pressure and charge while underwater. Each single part of the housing is inspected, tested, riexamined with a manual process in all production phases until the final test in the hyperbaric chamber with pressure depths to 100 meters.

With four decades of development and high-end manufacturing executed by the Isotta highly-qualified team we commit to make our factory processes evermore efficient, and globally competitive to satisfy clients' expectations underwater, faithful to our company philosophy: high technology to create emotions.

We thank all those  
who have chosen  
Isotta products  
for the past 40 years.



# THANK YOU

With over 40 years of work under our belts, we continue to learn, and build from this experience.

We thank all those who have contributed to the development of ISOTTA over the years and all our customers: we are looking forward to many more years to come.

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 Isotta Housings



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