



SEKONIC

SEKONIC CORPORATION

7-24-14, Otzumi-Gakuen-Cho, Nerima-Ku, Tokyo 178-8686 Japan
Phone: +81-3-3978-2335 Fax: +81-3-3978-5229
<http://www.sekonic.co.jp>

Date: June 15, 2011

For Immediate Release

Sekonic Releases Limited Edition Meters

Tokyo, Japan, June 15, 2011: Sekonic will be celebrating its 60th year in the light meter business this coming June 16th, 2011. In the tradition of the company, they have always released a limited edition light meter to commemorate the occasion. They released a limited version of the famous L-398 Studio Deluxe in Gold (celebrating the 1 million produced). It immediately became a collector's item, and today it's still one of the unique pieces in any meter collection. Times have changed, and the new generations of photographers are more fashion-oriented, hip and edgy. To complement this new generation of expressive and passionate free-spirited shooters, Sekonic has created "COOL SHADES." This **special limited edition series** offers all the same functions and features of their popular black L-308S Flashmate with a flair for color.

Choosing which colors was no easy task, so they asked their customers via an online survey — and the results were bright, refreshing and very different. So to help mark their 60th year in the light meter business and have some colorful fun with their most popular model light meter, they're introducing a small production of 60th Anniversary **L-308S limited color editions** in three exciting metallic colors: Red, Green and Blue.

In a recent interview Kei Miyairi, Associate Director & General Manager of Sekonic Corporation stated, *"With the introduction of these new bright colors, photographers can choose the color that best matches their style and personality while expressing their individuality. In addition, these 60th Anniversary meters will no doubt be part of many meter aficionados' collections."*

Scheduled release: July, 2011.

Happy Birthday Sekonic!

To learn more about the history of Sekonic or their extensive line of professional light measuring instruments, visit them at www.sekonic.com



SEKONIC

SEKONIC CORPORATION

7-24-14, Otzumi-Gakuen-Cho, Nerima-Ku, Tokyo 178-8686 Japan
 Phone: +81-3-3978-2335 Fax: +81-3-3978-5229
<http://www.sekonic.co.jp>

Specification

**Specification is same as current L-308S*

Measuring System	Incident	Photo cell type	Silicon photo diode	
		Lumisphere size	Small	
		Swivel head	Fixed	
	Reflected	Lumidisc	Removable	
		Switching	Slide	
		Light receiving angle	40°	
		Option	No	
	Flash	Flash	Yes	
		Multiple cumulative	No	
		Cord	Yes	
Cordless		Yes		
Radio triggering system		No		
Display Range	Film	ISO	3 to 8,000	
		ISO 2	No	
	Ambient	Aperture	Display	F0.5 to 90
			Step	1AV
			Decimal fraction	0 to 0.9 (dots)
		Shutter speed	Step	0.1AV
			Analog dot scale	F0.5 to 90
			Step	No
	Cine speed	Display	60 min. to 1/8000 sec.	
		Step	1TV	
	EV	Display	Analog dot scale	No
			Step	No
		Analog dot scale	8 to 128f/s	
	Flash	Aperture	Display	-5 to 25.2
			Step	No
Shutter speed		Display	No	
Setting Range	Film	ISO	3 to 8,000	
		Step	1/3SV	
		ISO 2	No	
	Ambient	Aperture	Step	No
			F	No
		Shutter speed	Step	No
			T	60s to 1/8000
	Cine	Step	1, 1/2, 1/3 AV	
		frame per second	8, 12, 16, 18, 24, 25, 30, 32, 64, 128	
	Flash	Shutter speed	T	1 sec. to 1/500 sec.
Step			1, 1/2, 1/3 AV	
Measuring Range	Ambient	Incident	EV	0 to 19.9
		Reflected	EV	0 to 19.9
		Option VF 1°	EV	No
		Option VF 5°	EV	No
		Option VF 10°	EV	No
		Illuminance	LUX	No
		Luminance	FC(Foot-Candle)	No
	Flash	Incident	F	No
			FL(Foot-Lambert)	No
		Reflected	F	F1.4~F90 0.9
			F	F1.4~F90 0.9
		Option VF 10°	F	No
Others	Operating temperature		0 to 40°C	
	Storage temperature		-20 to 60°C	
	Power source		1.5V x 1(AA battery)	
	Weight		110	
	Dimensions		64 x 110 x 22	
	Standard Accessory	USB cable		No
Optional Accessory	CD-rom with Software		No	
	Sticker for multi key & CS operation		No	
	Quick Guide		Yes	
	Booster		No	
	Mini light receptor		No	
	Viewfinder		No	
	Lumisphere		Yes	
	Lumidisc		Yes	
	Lumignid		Yes	
	ND diffuser		No	
	Pin point receptor		No	
	Spot mask		No	
	Synchro cord		Yes	
Radio triggering system		No		
Step-up ring		No		

*Features and specification are subject to change without notice.

Sekonic will continue to further expand the light meter platform along with exciting line-ups and create a new world of photographic entertainment that is only possible on Sekonic.

<http://www.sekonic.com>