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Sekonic Announces LITEMASTER PRO L-478DR/D

*New photo / cine meters feature the world's first*¹ touch screen*

Cologne, Germany (September 14, 2012) Photokina Hall 9, Stand B-021– [Sekonic Corporation](#), manufacturers of professional photographic light meters, announced today the release of the new [LITEMASTER PRO L-478](#) series light meters – the world's first*¹ touch-screen operated light meters with unique features for both still photographers and motion imagers. Featuring a large color 2.7-inch LCD, settings are made by simply touching or sliding a finger over the touch screen.

**1 As of August 2012 according to research by Sekonic Corporation*

Ideal for digital still photographers working with remote flash set ups, the new L-478DR model incorporates PocketWizard® wireless radio technology for in-meter power control of select studio flashes connected to PocketWizard ControlTL® receivers as well as standard triggering with the entire PocketWizard wireless family of products. Both the L-478DR and L-478D are fully firmware upgradeable and use Sekonic's breakthrough [Data Transfer Software](#) (DTS) system that automates meter calibration to the camera in use. In addition, an array of unique cine features put these meters in a class of their own.

“Whether telling the story with stills or in motion, Sekonic offers the perfect meter for a photographer or film maker's imaging needs,” said Phil Bradon, Sekonic's USA Product Marketing Manager. “The new compact LITEMASTER PRO models provide a familiar interface for users and display ambient, flash, cine and other information in a clear and understandable way.”

Flash Power Control with L-478DR

PocketWizard radio technology enables reliable, fingertip control of remote flashes connected to PocketWizard ST4, MC2 and FlexTT5 ControlTL receivers and Nikon and Canon Speedlights connected to a PocketWizard FlexTT5 transceiver. Offered in both FCC (USA) and CE (Europe) frequencies, the LITEMASTER PRO L-478DR will support all ControlTL Channels and Zones (A, B, C). Power levels are easily controlled by touching or moving a finger over the L-478DR screen. Touching ControlTL Zone buttons marked A, B, or C allows the user to switch remote flashes on and off at the meter to make separate exposure measurements for easy adjustment of desired lighting ratios. Standard Channel and Quad Zone capability allow triggering all standard PocketWizard radios and flash units incorporating PocketWizard radio receivers. To learn more about PocketWizard, please visit www.pocketwizard.com.

Exposure Profiling

Sekonic's pioneering DTS (Data Transfer Software) Version 3.0, introduced earlier this year, enables quick dynamic range mapping of both digital still and motion cameras for the most precise control of light and exposure. The automated process requires using the L-478's 5-degree viewfinder and recording images of one of Sekonic's [Exposure Profile Targets](#) or one of X-Rite's [ColorChecker®](#) series targets, all available as a separate purchase. Measured data from industry-standard targets can also be manually entered in the software or meter. Up to ten camera profiles can be stored in the meter. Any number of profiles can be stored with the software. Once loaded,

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the Sekonic L-478DR/D series can make incident and reflected light readings that are precisely tuned to the dynamic range of the profiled camera. A wide range of in-meter adjustment as well as complete exposure data input is also possible using the graphic interface of the L-478 meters.

Unique HD Cine / Cine/ Light Measuring Features

Today's Digital Video cameras offer boundless versatility. The L-478D meter has two motion-capture modes to fit the shooting needs of every cinematographer. Touching the screen easily sets shutter speeds for HD SLR cameras or for Cine shooting, a touch of the screen controls frame rates and shutter angles. This new meter also allows users to create unique frame rates and shutter angles for special effects.

Sekonic designers also added a unique filter compensation mode that enables getting exact light levels with the filtered light sources used in motion picture production. By simply touching the new L-478D screen a user can instantly call up light source or camera filtration expressed in industry standard CTO/CTB/ND terms. Users can also create filter factors with names for quick call-up and use. Up to four filters can be used together in a pack. After the compensation is selected, they simply measure the light and drop the filters in place for precise control illumination and exposure. Extended ISO to 409,600 and brightness measurement in Lux/FC and $\text{Cd/m}^2/\text{FL}^*2$ ensures that the L-478 is destined to become a major player on movie sets around the world.

**2: $\text{Cd/m}^2/\text{FL}$ measurements can be made by optional L-478VF, 5-degree viewfinder*

Power and Accessories

The L-478-series meters are powered by two convenient AAA-size batteries. Both meters come standard with two AAA batteries, case, strap, user-applied anti-glare film CD with DTS software and instruction manual, and Quick Guide. A five-degree viewfinder is available as a separate purchase for reflected light readings and calibration and measurement using camera profiles made with the Sekonic DTS system.

*** Features and specification are subject to change without notice.*

About Sekonic Corporation

Sekonic Corporation Japan provides the widest range of light measurement devices for photographers around the world. Established in June 1951 as Seiko Electric Industries Co., Ltd., the first Sekonic brand exposure meter introduced was the revolutionary Sekonic P-1.

Over the years, worldwide demand for exposure meters resulted in the growth and construction of a new factory in June of 1959. By August of 1961 the Tokyo facility was authorized as a JIS Designated Factory for "electric exposure meters for photographic use". Through the years Sekonic meters were so well recognized that in February 1984 the Sekonic Digipro X-1 and L-518 meters, were taken into space on the NASA Space Shuttle. Today Sekonic continues to produce and develop meters for every aspect of photography serving the film, video, cinematography and digital photographic marketplace.

Sekonic products are marketed exclusively by MAC Group (www.MACGroupUS.com) in the USA, and sold by distributors around the world.

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