



NEWS RELEASE

Litepanels, Inc.
16152 Saticoy Street
Van Nuys, CA 91406
Phone: 818/752-7009
Fax: 818/752-2437
Email: info@litepanels.com
Web: www.litepanels.com

Effective: July 11, 2011

Fargo TV Station Installs Litepanels™ in their News Studio

The energy-saving features of the LED broadcast and motion picture lighting equipment from Litepanels™, a Vitec Group brand, are well known. But Hoak Media's Fargo, North Dakota television station KVLV, found that changing their studio lighting to Litepanels not only paid big energy savings dividends, but also brought a host of other benefits.

One of them is dependability every time the lights are turned on. "With our old tungsten lights, every time we turned them on it was an adventure," said station Operations Manager Jeff Petrik. "It would be five minutes before the newscast, one of our camera operators would turn on studio lighting and we would have bulbs that needed replacing."

Not only did it mean replacing bulbs at the last minute in this time-is-money world, it also distracted the crew from final preparations for their challenging newscast production. Sometimes Petrik would get a call from the newsroom wondering why an anchor was not sitting in her normal position on the set. The answer was usually that a light blew and they didn't have time to fix it.

Litepanels LED lighting fixtures can be expected to last well over 10 years in normal operation, the ultimate in dependability. "Since we got Litepanels, we've had no problems," said Petrik, "when you turn the lights on, they're there."



Steve Mulkey of Redwood Media Group, the lighting designer/integrator for installation of Litepanels at KVLV, amplified that thought. “It’s hard to put a dollar value on it, but broadcast operations people know what that costs, just in aggravation and distraction. With conventional lights, it’s not just the high maintenance cost of repetitive lamp changes— but the cost could be a heck-of-a-lot more than that if somebody’s distracted and misses one of the other tasks that they should be doing at the station. After all, many times they’re running television news shows with just four people.”

Petrik describes the station’s pre-Litepanels lighting equipment as strictly *old school*. “Before, we had tungsten lighting with no dimming whatsoever, and, in addition to wasting a lot of energy and generating a lot of heat, we had to position them 2½ to 3 feet closer to our talent than what we have now.” Petrik’s crew previously had no choice but to run the lights at full power, reducing light intensity when necessary by adding scrims and diffusion, which limited where the lights could be placed.

Using Litepanels 1x1 fixtures, which feature an array of LED bulbs on a one foot by one foot (30cm x 30cm) square panel, the fixtures could be positioned further back and higher, out of the way, dimmed to exactly the intensity required for great modeled lighting on the talent. In particular, none of the Spot or SuperSpot Litepanels fixtures used as backlights are run at more than 50 percent intensity.

The ability to set the lighting and rely on it to be perfect day to day has become more important to stations like Petrik’s. “A lot of local stations in smaller markets are losing expertise, so I want a system where we turn the lights on and they make great pictures.”

In addition to the considerable annual budget savings for energy to light the studios and reduced air conditioning needs because their new fixtures generate no heat, Litepanels has provided a complete lighting solution to streamline Fargo’s KVLV studio newscast production.



For more information on Litepanels LED lighting systems, contact Litepanels, Inc.,
16152 Saticoy Street, Van Nuys, CA 91406, Phone: 818/752-7009, Fax: 818/752-2437,
Email: info@litepanels.com, www.litepanels.com

#####

For more press information or photos contact: susan@lewiscommunications.net

About Litepanels

Litepanels' pioneering, energy efficient LED (light emitting diode) lighting fixtures are popular and valued tools throughout the television, motion picture, and audio-visual industries, thanks to their low power draw, heat-free usage, and soft, directional illumination. Litepanels are renowned for their HD-friendly key and fill lighting, and innovative features such as full range dimming with only minimal effect on color temperature.

The ever-growing range of Litepanels products includes: compact MicroPro and MiniPlus on-camera lights, slimline, flat-profile 1x1 fixtures in standard, Bi-Color, or Bi-Focus, Super-Spot, and Low-Profile versions, and LED Ringlites. Litepanels installations are an essential component of the White House and Pentagon Briefing Rooms, the CNN Election Van, KTLA News Helicopter, and television news crews and motion picture studios worldwide. In addition to dozens of industry awards, the company has recently been honored with a Prime Time Engineering Emmy by the Academy of Television Arts & Sciences. Litepanels is a Vitec Group brand.

A Snapshot of The Vitec Group

Vitec is an international Group principally serving customers in the broadcast, photographic and military, aerospace and government (MAG) markets. Listed on the London Stock Exchange with 2009 revenue of £315 million, Vitec is based on strong, well known, premium brands on which its customers worldwide rely. Vitec is organised in three divisions: Imaging & Staging, Videocom and Services.

Imaging & Staging designs, manufactures and distributes equipment and accessories for photography, video and events.

Videocom designs and distributes systems and products used in broadcasting and live entertainment, film and video production and MAG.

Services provides equipment rental, workflow design and technical support for camera, video, audio, fibre optic and wireless technology used by TV production teams and film crews.

More information can be found at www.vitecgroup.com.

