



NEWS RELEASE

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Williams Chooses Litepanels for Scala Music Video

Award-winning commercial/music video cinematographer Mark Williams' recent music video, "Everlong" is poised to launch female choir, Scala to the top of the charts. Scala's unique cover of Radiohead's "Creep", used for the trailer for "The Social Network" earned the group accolades.

"We had several challenges to face, shooting the Mark Woollen directed 'Everlong'," he explains. "The story takes place in a single hotel room, following five couples at different places in their relationships. Each of these contrasts the other. It is really a piece of visual poetry. Ultimately, the entire room and our couples are consumed by nature."

To shoot this visual diary, Williams decided to capture the entire video from a remote head on a jib arm, using Phantom Flex cameras. With primary lighting from tungsten pars bounced into unbleached muslin over the set, he found that he needed a consistent fill light source. His only choice were his trusty MiniPlus LED fixtures from Litepanels, a Vitec Group brand. "When you shoot at high speed you need to use a flicker free source. Even tungsten lights flicker during a normal power cycle," he explains.

"The Litepanels don't flicker. And, being DC powered, they are ideal for high-speed work, as DC power provides consistent output during a power cycle. I



mounted two MiniPlus fixtures on the camera with the bracket Clairmont made for me and attached this with an Israeli arm. This way I could get the lights near the lens to act as very subtle fill for our actors. At times, I would use the Litepanels onboard gel pack and diffusion for a little more subtle adjustment when needed. This allowed me more flexibility in getting the lights to match my bigger tungsten sources. I love the quality of light that I get from Litepanels. A subtle dial in or out, a bit of diffusion, and the blend is so imperceptible, you don't notice them. And, when the camera traveled close enough to the actors to create shadow, Litepanels mitigated it, as well as creating a nice soft fill for the actors."

Williams says he bought his first set of Litepanels four or five years ago. "I use them all the time! I do a lot of car commercials for Mitsubishi, Audi, Infinity, Lexus, Toyota and more as well as major campaigns for everything from Coca Cola to Walmart, Jenny Craig to Puma and Converse. I started using the Litepanels on the car commercials and found them super helpful in interiors. Now I use them everywhere I need to add a small soft source. Being cordless, allows me to place them anywhere with little fuss. They are always within an arm's reach on set. We just drop them in wherever we need a little light."

Williams' video for Scala's single "Everlong" is in heavy rotation in Europe and was recently released in the U.S.

For more information on the Sola series of Fresnels and other Litepanels HD-friendly 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

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About Litepanels

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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.



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