



## **NEWS RELEASE**

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### **Litepanels Croma™ Debuts at IBC 2011**

Litepanels®, A Vitec Group brand, announces the premier of the Croma™ LED light at September's IBC equipment exhibition in Amsterdam. Ideal for use on-camera or off, the new sleekly designed fixture provides Litepanels' hallmark HD-friendly soft light with variable color temperature output from daylight (5600°K) to tungsten (3200°K).

Croma is a versatile solution for run-and-gun news shooters, event videographers, or still photographers who move rapidly from one light environment to the next without time to change lighting equipment. Plus, this self-contained light can be a secret weapon on any set or location wherever extra kick or nice fill is needed.

Croma provides infinite control of both color temperature and lighting intensity via two ergonomic on-fixture dials. One offers the ability to dim from 100% to zero with no noticeable color shift. The second lets the user dial-in the fill light to any point between daylight (5600°K) and tungsten (3200°K) to precisely match the ambient light.

The Croma draws just 9W, and provides the equivalent luminance output of 40W – 90W traditional fixtures. To power the fixture, the user has the choice of AA batteries, optional AC adapter or a DV Adapter Plate designed to mount Sony, Canon, Panasonic DV battery packs. Six 1.5V AA batteries install within the Croma to provide power from 1.5 to 6 hours, depending on battery type.

The compact Croma weighs just 12 oz. (.4 kg) and measures 6" x 4" x 2" (54mm H x 36mm W x 102mm D).

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To facilitate positioning when mounted on the camera, the Cromo comes complete with a metal ball head shoe mount featuring a 1/4 x 20 thread. Also supplied with the light is a carrying case and diffusion gel filter kit. An optional baseplate is available for off camera use.

For more information on Cromo or other Litepanels LED lighting, contact Litepanels, Inc., 16152 Saticoy Street, Van Nuys, CA 91406, Email: [info@litepanels.com](mailto:info@litepanels.com), [www.litepanels.com](http://www.litepanels.com)

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#### **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](http://www.vitecgroup.com).



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