



## **NEWS RELEASE**

Litepanels, Inc.  
16152 Saticoy Street  
Van Nuys, CA 91406  
Email: [info@litepanels.com](mailto:info@litepanels.com)  
Web: [www.litepanels.com](http://www.litepanels.com)

Effective: December 22, 2011

### **Ali Ahmadi Joins Litepanels Team**

Litepanels, a Vitec Group brand, announces that Ali Ahmadi has joined the company as Senior Product Manager. In addition to heading the Product Management department, he will use his expertise to stay ahead of market demands and envision the next generation of product development.

After studying lighting design at the California Institute of Arts and marketing at the BAW in Munich, Germany, Ahmadi worked for Sachtler's Studio Lighting Division. He quickly advanced to the company's New York operation where he became Product and Marketing Manager for Sachtler, Vinten, Vinten Radamec, OConnor and Petrol Bags in the Americas.

In 2009, Ahmadi was promoted to Brand Manager for OConnor. During his tenure, the company released a host of new products including a series of popular fluid heads, and the award-winning OConnor Camera Accessories range.

According to Chris Marchitelli, VP of Global Marketing for Litepanels, "Everyone at Litepanels is excited to have Ali join our growing team of world class industry professionals. His experience and knowledge of the lighting marketplace will undoubtedly result in products that will allow Litepanels' LED technology to penetrate new markets and further our commitment to be an innovation leader."

**Press Contact: Susan Lewis • Lewis Communications**

724 Ocean Park Blvd • Santa Monica • CA 90405

Tel 310/392-4531 • Fax 310/392-0183 • Email [susan@lewiscommunications.net](mailto:susan@lewiscommunications.net)



Ahmadi will work out of Southern California office.

For more information on 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)

#####

#### **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.

**Press Contact: Susan Lewis • Lewis Communications**

724 Ocean Park Blvd • Santa Monica • CA 90405

Tel 310/392-4531 • Fax 310/392-0183 • Email [susan@lewiscommunications.net](mailto:susan@lewiscommunications.net)