



## **NEWS RELEASE**

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Effective: February 14, 2012

### **Litepanels® Ships Croma Variable Color-Temperature LED Lighting Fixtures**

Van Nuys, California: February 14, 2012 - Litepanels®, a Vitec Group brand, announces that the Croma on-camera LED lighting fixture, capable of generating variable color temperature illumination, is now shipping.

The Croma provides Litepanels hallmark soft light with the addition of variable color temperature output ranging from daylight (5600°K) to tungsten (3200°K). It 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, with no time to change lighting equipment or add gels. Delivering powerful performance in a small package, this self-contained light can be a secret weapon on any set or location, wherever an extra kick or soft 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 or optional AC adapter. Six 1.5V AA batteries install within the Croma to provide power from 1.5 to 6 hours, depending on battery type.

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

“Our new Croma is an on-camera color-temperature versatile LED lighting fixture that can match the ambient light with a quick turn of a knob, making it the go to light for any environment,” said Chris Marchitelli, Litepanels VP of Global Marketing. “Videographers and DSLR shooters alike will wonder how they ever managed without it.”

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)  
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#### **About Litepanels**

Litepanels was founded in 2001 by 5 professional gaffers and engineers who saw the future and pioneered LED (light emitting diode) lighting for motion pictures, television and the audio-visual industry. Their Emmy® award-winning technology has now been used on thousands of productions worldwide and is trusted by the world's leading broadcast organizations.

Backed by the Vitec Group's legacy of 100+ years in the broadcast and production industry, Litepanels continues to expand its suite of flicker free, color accurate, fully-dimmable soft lights that talent and Lighting Directors admire. These environmentally friendly fixtures practically pay for themselves with power savings and long life, setting a new standard in professional lighting. Along with other leading brands in the broadcast and professional videographer industry, Litepanels is part of Vitec Videocom, a Vitec Group company. For more information on Litepanels, visit [www.litepanels.com](http://www.litepanels.com)



#### **About Vitec Videocom**

[Vitec Videocom](http://www.vitec.com) brings together some of the most respected, most innovative and most sought-after brands in the industry: Anton/Bauer, Autoscript, Litepanels, OConnor, Petrol, Sachtler, Vinten and Vinten Radamec. It acts as an endorsing brand for these market-leading broadcast, film and pro video products, encouraging multi-brand system sales and simplifying the way that customers worldwide do business.

Vitec Videocom is an operating division within the Vitec Group, an international business serving customers in the broadcast, photographic and military aerospace and government markets. Vitec is based on strong, well known, premium brands on which its customers rely on worldwide.

Vitec Videocom - innovative products around the camera.



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