



## **NEWS RELEASE**

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### **Litepanels® Lights Slick Videos for YouTube Channel**

To produce “Video Game High School”, the latest feature length web series to air on Freddie Wong and Brandon Laatsch’s YouTube channel, the team needed solid, mobile and efficient lighting. “That’s exactly what Litepanels® LED lights gives us for our latest feature as well as our weekly YouTube videos,” says Wong.

Wong, Laatsch and show runner/writer Matthew Arnold discovered Litepanels, a Vitec Group brand last year when they took a 1x1 on a 10,000-mile road trip project, making videos with their fans. “We’re tech geeks at heart,” Wong admits. “So I had been following the development of LED lighting closely for some time. When it came time to equip ourselves, Litepanels LED lights were at the top of our list. We are now using an array of Bi-Color and daylight 1x1s, a Sola 6 Fresnel, MicroPro on-camera light, as well as the 1K Hilio on our projects.”

Wong and team were drawn to Litepanels lights because their shooting schedule and style requires them to move extremely fast in order to make their days. “The 1x1s and Sola 6 Fresnel were ideal for allowing us to light in the cramped spaces of classrooms and hallways, as well as to move as quickly as we needed to,” Wong explains. “In many cases, despite having other lights on the set, our DP Jon Salmon elected to go with Litepanels boomed out on C-stands because they

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gave a significantly faster speed of deployment. Often the last step before we shot was to grab a Litepanels fixture for a bit of fill or an eyelight.”

On the last day of their recent shoot, the trio was out in the desert and ran out of sunlight. Not a problem, “We simply took a battery operated MicroPro, bounced it into a bounce board and used that as a keylight. That combined with the low light sensitivity of the Sony F3, allowed us to get the last few shots we needed.”

After this experience, Wong and team are sold on Litepanels lights. “It’s clear that the weight and output of these lights make them ideal soft sources, especially when combined with cameras that are now becoming more sensitive in low light situations,” Wong says. “You don’t need to blast your actors anymore and make everyone on set sweat – you can move quickly and efficiently while keeping the on-camera talent happy.”

As with their other projects, “Video Game High School” will run on the company’s YouTube channel as well as their upcoming portal site <http://rocketjump.com>. Wong’s <http://youtube.com/freddiew> and freddiew2 have 2.6 million subscribers and have over half a billion video views to date.

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’ 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.

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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.



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