



## Technology Alliance Announced Between Bowens, PocketWizard and Sekonic

*Photographers benefit from seamless integration between flash, radio trigger and exposure and lighting control*

**White Plains, NY – February 28, 2014** – In a joint announcement, [Bowens](#), [PocketWizard](#) and [Sekonic](#) have aligned to create a complete wireless triggering solution for electronic flashes that will be first introduced in the U.S. market. Now most Bowens Gemini monolights will accept an optional PocketWizard module, which enables photographers to wirelessly trigger their flash with industry-standard, and widely used PocketWizard radios and Sekonic light meters.

Compatible components within the system are Bowens Gemini 500R, 500Pro, 750Pro, 1000Pro & 1500Pro series of monolights with PocketWizard module, all existing PocketWizard radio's and today's Sekonic L-478DR and L-758DR exposure meters. In addition, other (earlier) Sekonic meters can be used with an optional PocketWizard transmitter. All take advantage of PocketWizard 32 channels and 4-zone system.

Bowens USA President, Jan Lederman, brought the three technology leaders together to create a powerful alliance for the photographic flash market. When asked what prompted this he responded, "With the rapid advancement of photographic technology in our digital world, it is a natural evolutionary step to marry these technologies. Our goal is to provide a complete wireless environment in which photographers have greater and more accurate control of lighting in a more effortless way."

To commemorate the alliance, PocketWizard is introducing a new Plus III Transceiver in the "Bowens' signature yellow" color.

### Pricing and Availability

Bowens products are available for purchase and rent from a growing list of specialty camera and video retailers as well as rental houses across the United States.

### About Bowens

Bowens International is a world-leading manufacturer of photographic lighting systems. For over 50 years, Bowens has maintained its position in the photographic market as a favorite among professional and serious amateur photographers alike.

Today, Bowens continues to design and produce innovative photographic lighting systems and accessories from its base in the United Kingdom. With distribution in over 70 countries, Bowens lighting equipment is one of the most widely-used flash systems in the world today.

For more information visit <http://www.BowensUSA.com>

### **About PocketWizard**

Incorporating the latest radio technology, [PocketWizard](#) radio triggers exceed the demands of the professional and serious amateur photographers with durability, ease of use, advanced capabilities and legendary reliability. PocketWizard products, including the PlusX, Plus III, Plus II, MultiMAX, MiniTT1 and FlexTT5 are made by LPA Design, based in South Burlington, Vermont and sold by distributors around the world including the MAC Group in the USA.

### **About Sekonic Corporation**

[Sekonic](#) Corporation Japan provides the widest range of light measurement devices for photographers around the world. Established in June 1951 as Seiko Electric Industries Co., Ltd., the first Sekonic brand exposure meter introduced was the revolutionary Sekonic P-1.

Over the years, worldwide demand for exposure meters resulted in the growth and construction of a new factory in June of 1959. By August of 1961 the Tokyo facility was authorized as a JIS Designated Factory for "electric exposure meters for photographic use". Through the years Sekonic meters were so well recognized that in February 1984 the Sekonic DigiPro X-1 and L-518 meters, were taken into space on the NASA Space Shuttle. Today Sekonic continues to produce and develop meters for every aspect of photography serving the film, video, cinematography and digital photographic marketplace.

Sekonic products are marketed exclusively by MAC Group in the USA, and sold by distributors around the world.

### **About MAC Group**

MAC Group is a sales and marketing company dedicated to supplying photographers, videographers, educators and students with the world's finest image-making tools. Brands that MAC Group represents in the USA include Benro, Comodo, Ilford, Induro, Kupo, MeFOTO, MAC-on-Campus, Mamiya Leaf, PocketWizard, Sekonic, Tenba, Toyo-View, and X-Rite.

In addition to the brands it represents in the USA, MAC Group designs and distributes Tenba and Induro products internationally. For more information visit <http://www.MACgroupUS.com>

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