



MeFOTO™ Introduces SideKick360 Smartphone Adapter In Twelve Bold Colors

SideKick360 enhances mobile photography and filmmaking with its Arca-Swiss style quick-mounting base for attaching directly to a tripod

North White Plains, NY – February 4, 2014 – [MeFOTO](#) today announced the SideKick360, a smartphone adapter that provides mobile photographers and filmmakers with camera support allowing them to make sharp photos, videos, time-lapse sequences and long exposures. The colorful smartphone adapter will be available in 12 metallic colors: Gold, Blue, Orange, Chocolate, Green, Hot Pink, Black, Purple, Red, Titanium, White and Yellow.

The new MeFOTO SideKick360 features an aluminum Arca-Swiss style quick release base that works natively with MeFOTO full size tripods such as the Backpacker, RoadTrip and GlobeTrotter as well as any Arca-Swiss style quick release clamp. It provides mobile photographers & filmmakers with several mounting options such as three 1/4"-20 threads and one 3/8"-16 thread allowing it to be mounted to a variety of quick release plates, monopods and handles.

Smartphones ranging from the iPhone to the Samsung Galaxy S4 will work with the SideKick360 and can be used for mobile photography, video and as a convenient stand-alone mount for video chats. The adapter's flexible ball joint allows for 360-degree rotation letting users position the smartphone vertically to capture photos and horizontally for video mode or anywhere in between.

The SideKick360 quickly and easily adds stability and precise control to enhance the capture of mobile photography and video apps such as Instagram, Vine and several long exposure/timelapse apps. Close-up work is also made easier by allowing the user to lock down the position of the phone, when using third-party smartphone lenses.

"Creative control is the most significant motivating factor for using the SideKick360," said Brian Hynes, MeFOTO's product marketing manager. This new smartphone adapter securely locks a smartphone into any position, making mobile photography

and filmmaking easier and more enjoyable for all users, especially when it's combined with a photo- or video-tripod."

Features include:

- Arca-Swiss style base
- Ball joint allows for 360 degree rotation
- Stands on its own for video chat
- Clamp Range - 2.3-2.8" (58-73mm) which accommodates most smartphones
- Three ¼"-20 mounts & One 3/8"-16 mount
- Vertical and horizontal positioning for photo or video mode
- Max Load = 1.1 lb

The new [MeFOTO](#) SideKick360 will be available March 1st. Suggested retail price for the new smartphone adapter is \$49.

About MeFOTO

MeFOTO makes colorful gear for photographers with colorful personalities. Our gear is designed and made to be durable, lightweight and easy to use. MeFOTO products are exclusively distributed by MAC Group (www.MACgroupUS.com) in the USA.

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