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LPA Design Files Patent Infringement Claim Against Chinese Manufacturer

So. Burlington, VT – January 11, 2011 - LPA Design has filed a complaint for patent infringement in the United States District Court for the District of Vermont against Phottix (HK) Ltd. and Eternal Fortune (HK) Ltd., alleging that the Phottix Atlas wireless flash trigger produced in China infringes upon two patents held by LPA Design. The Vermont-based company, incorporated as Lab Partner Associates, Inc., is the manufacturer of the industry-leading PocketWizard® line of high precision wireless control devices for the professional photography market, including the popular PocketWizard Plus II®.

The PocketWizard technology allows professional photographers to control complex lighting systems remotely from the body of a camera. It is particularly useful in studio, sports and event photography, and has become the industry standard as a result of sustained research and development conducted in Vermont.

“LPA was an early and ground-breaking contributor to the technology and market for professional quality wireless flash triggers,” said Tim Neiley, CEO and President of LPA. “LPA has worked hard to bring its patented technologies to market through constant innovation and improvement always with a view to the needs of the professional photographer. This lawsuit is necessary to protect our investment in innovation.”

LPA Design holds patents in the United States and throughout the world covering its proprietary wireless triggering technology. The patents in the lawsuit cover technology in radio communications between wireless trigger devices and the innovative auto-switching transceiver introduced for the first time in the PocketWizard Plus II wireless trigger.

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The patents LPA Design is asserting include:

United States Patent No. 5,359,375 issued for an invention entitled “Microprocessor Programmable Digital Remote Radio Photographic Control.”

United States Patent No. 7,437,063 issued for an invention entitled “Wireless Camera Flash Synchronizer System and Method.”

Founded in 1990 as an electronics R&D consulting company, LPA Design has expertise in printed circuit board design, RF communications and antenna optimization, and remote sensors. Among other innovations, LPA Design developed the industry leading PocketWizard line of high precision wireless control devices for the professional photography market. PocketWizard products provide ultra-high precision, wireless synchronization of cameras, flash lighting, and light meters, allowing professional photographers to create unparalleled photographs and achieve unmatched reliability in capturing high value images.

LPA Design is represented by Downs Rachlin Martin PLLC in Burlington, Vermont.

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