



## **PocketWizard® Announces Easy-to-Use Plus® X Transceiver for Wireless Flash and Camera Triggering**

*Simplest PocketWizard ever is ideal entry into the PocketWizard wireless system of products*

**So. Burlington, VT – March 1, 2013** – LPA Design, manufacturers of [PocketWizard](#) Photo Products, the world leader in wireless control of cameras, flash lighting and light meters, today announces the immediate availability of its new PlusX Auto-Sensing Transceiver.

The high-quality PocketWizard PlusX is the perfect entry into the PocketWizard Wireless System with the same range and reliability of its renowned Plus line of radios. Whether new to off-camera flash or remote camera triggering, or a seasoned professional looking to expand their PocketWizard wireless triggering system, the PlusX is the perfect choice. And as the user's technical needs grow, the versatile PlusX will continue to work with any other PocketWizard radios that a photographer adds to their gear box.

The 10 Channel PlusX uses PocketWizard's patented "Auto-Sensing Transceiver Technology" which means it will automatically switch between transmit and receive as needed. Users just turn it on, connect it to the flash or camera and set the channel using its simple, rotary-dial. The PlusX automatically figures out what it needs to do to trigger remote flashes or cameras. Using the same side-profile design of the PocketWizard Plus III radio, the PlusX has an internal antenna to minimize obstruction and increase durability.

"The new PlusX transceiver adds to the legendary Plus reliability that so many photographers have come to trust on all their photographic assignments," said Dave Schmidt, Vice President of Marketing at LPA Design, the company that manufactures PocketWizard Photo Products. "Working on a budget should not mean sacrificing performance or reliability."

The PlusX is compatible with all PocketWizard transmitters and receivers including PocketWizard-enabled photo gear from Profoto, Dynalite, Norman, Photogenic and Sekonic light meters. The PocketWizard Wireless System allows for total flexibility with whatever lights or cameras a photographer may be working with.

### **PlusX Features include:**

#### **10 Channels**

With the PlusX's 10 digitally coded Standard Channels, users can claim their own channel for exclusive triggering when working with other photographers at crowded events. Photographers can use different channels for different setups and select them simply and intuitively with the turn of a dial. And these 10 channels are compatible with every PocketWizard ever made<sup>1</sup> set to Standard Channels 1 – 10. (<sup>1</sup>radios of the same frequency; in the United States, the PocketWizard PlusX operates on an FCC-approved frequency of 344MHz. In other markets it operates on a CE-approved frequency of 433MHz)

-more-

**Backlit Channel Dial**

Setting channels is as easy as turning a dial. The backlit channel dial clearly displays the channel and because the backlight consumes so little power it stays on all the time for convenience.

**Internal Antenna**

The PlusX features a durable, side profile design with an unobtrusive, internal antenna minimizing visual obstruction between the photographer and their subject. By utilizing an internal antenna, there's no chance to kink or break it when on location. The total height of the transceiver and antenna is 4.2 inches, and it weighs less than 4 ounces, including batteries.

**Easily Connected / Cable Port**

On the user's camera, the PlusX slides into the hot shoe with no cables required. For remotes, it features one do-it-all miniphone (3.5mm or 1/8") sync port. The miniphone connector is much more reliable than a PC connection and every PlusX comes complete with a miniphone-to-miniphone cable, a miniphone-to-phono (1/4" or 6.3mm) adapter for triggering the majority of modern flashes, and a miniphone to locking PC cable for triggering some remote speedlights or for using a PlusX on-camera when the user can't put it in a hot shoe. Other miniphone connector cables are available for major brands of lighting equipment in a variety of lengths. Dedicated remote camera triggering cables are also available for popular camera systems.

**Auto-Sensing Transceiver**

With PocketWizard's patented Auto-Sensing Transceiver technology, the PlusX Transceiver will instantly and intelligently switch between transmitter and receiver modes keeping setup as simple as possible. The PlusX may be set to transmit (Tx) only, when desired.

**Auto-Relay Mode**

PocketWizard's Auto-Sensing Transceiver technology lets users trigger a remote camera in sync with remote flashes using only three PocketWizard radios: the one in their hands, a PlusX cabled to a remote camera, and the one connected to a remote flash. The PlusX cabled to a remote camera will receive a radio signal and trigger the camera's motor drive, then switch to transmit mode and trigger PocketWizard-connected remote flashes, all automatically. The sequence can be started by simply pressing the TEST button of any PocketWizard Transmitter. Remote cameras require remote shutter release cables.

**Status Indicator/Battery Life Indicator**

The PlusX features a tri-color LED status indicator that serves two functions. When the PlusX sends or receives a triggering signal, the LED will glow red. During normal operation, the indicator will blink a *single green blink* meaning it is operating normally and the battery life is above 50%. It will blink a *double amber blink* when the battery is below 50% but above 25% and it will blink *three red blinks* when the battery life is below 25% and it's crucial to replace the batteries.

**Transmit Only Mode**

There are times when a photographer only wants their radio to transmit, usually when two or more photographers are sharing a set of lights. By enabling transmit only mode, users can disable the receive mode and auto relay functions to make sure their radio is just transmitting.

**Range and Reliability**

PocketWizard Plus radios are known for their range and reliability. Although the PlusX costs less than other PocketWizard radios, users will still get the range and reliability they expect from a PocketWizard product.

### Sync Speed

Ultra-fast microprocessors allow for reliable sync speeds of 1/250 second for focal plane shutters and 1/500 second for leaf shutters.

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

### About PocketWizard

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

# # #

### Contact:

#### Phil Bradon

PocketWizard  
Tel: 914-347-3300  
[philb@macgroupus.com](mailto:philb@macgroupus.com)

#### Steven Rosenbaum

S.I.R. Marketing Communications, Inc.  
Tel: 631-757-5665  
[sir@sironline.com](mailto:sir@sironline.com)