



## **PocketWizard<sup>®</sup> Showcases MiniTT1<sup>™</sup> and FlexTT5<sup>™</sup> Accessories at PhotoPlus Expo 2010**

*AC3 ZoneController, PowerST4<sup>™</sup> for Elinchrom RX Lights, and the AC9 AlienBees Adapter utilize ControlTL<sup>™</sup> technology for enhanced E TTL, iTTL and studio flash photography*

**So. Burlington, VT – October 28, 2010** – PocketWizard, the industry leader in wireless control and synchronization of cameras, flash, and exposure meters, showcases today three new accessories for use with its MiniTT1 Transmitter and FlexTT5 Transceiver units for photographers shooting with Canon and Nikon DSLR camera systems.

Available accessories for the PocketWizard MiniTT1 Transmitter and FlexTT5 Transceiver include the AC3 ZoneController that enables Canon and Nikon users to control three zones of flashes in either TTL or manual. In addition, the PowerST4 radio receiver that plugs into an Elinchrom RX flash units for remote power level control. The third is the AC9 AlienBees Adapter that mounts to a Flex TT5 for remote power control of AlienBees or White Lightning flash units. Additionally, the AC3 can be used with the ST4 and AC9 for even greater control of studio flash units.

“In addition to deciding which camera and lens to use, a photographer’s most important decision has to do with properly lighting their subject – the most fundamental building block that separates professional and amateur photographers,” said Dave Schmidt, Director of Marketing, PocketWizard. “Precise control of the amount and direction of that light often requires multiple lights in several locations controlled by reliable radio-controlled devices such as the PocketWizard MiniTT1 and FlexTT5 units with a range of accessories like the AC3 ZoneController, PowerST4, and AC9 Alien Bees Adapter. When using these products together, the lighting possibilities are endless.”

### **About the AC3 ZoneController**

The PocketWizard AC3 ZoneController simply slides into the shoe of an on-camera PocketWizard MiniTT1 or FlexTT5 and enables photographers to control three or more remote Canon E TTL or Nikon iTTL flash units mounted on FlexTT5 transceivers. Clearly marked dials give photographers +/- 3 stops of automatic flash control or 6 stops of manual flash control in 1/3-stop increments. Remote Canon and Nikon flashes need only to be ON and set to E TTL or iTTL with the corresponding zone set on the FlexTT5 they wish to control. Photographers can switch back and forth between auto and manual flash control and use both for the same shot, all right from the camera's position. The AC3 can also be used with the Power ST4 and AC9 AlienBees Adapter for remote power control of Elinchrom and Alien Bees flash units.

### **About the PowerST4 Receiver for Elinchrom RX**

The PocketWizard PowerST4 Receiver enables remote power control of Elinchrom RX flashes with a camera-mounted PocketWizard MiniTT1 Transmitter or FlexTT5 Transceiver. PocketWizard ControlTL technology allows photographers to control the flash power level using the camera’s Flash Exposure Control (FEC).

The PowerST4's PowerTracking feature automatically adjusts flash power to maintain the photographer-established level and thus proper exposure when the aperture and/or ISO is changed.

Sliding the PocketWizard AC3 ZoneController into the shoe of the camera-mounted MiniTT1 or FlexTT5 enables controlling the PowerST4 linked Elinchrom RX flashes in three zones: A, B, and C in 1/3-stop increments over a six-stop range.

The PowerST4 can also receive standard PocketWizard signals from a Plus, Plus II and MultiMAX transmitter. Set for Channel 1 at the factory, the PowerST4 can be easily set for any of the 20 ControlTL or 32 standard channels using the units' "Learn" function or by a computer/USB connection with the PocketWizard Utility software. The PowerST4 draws its power directly from the Elinchrom RX flash remote control socket so there's no need to ever install or replace batteries.

### **About the AC9 AlienBees Adapter**

The AC9 slides into the shoe of a PocketWizard FlexTT5 and enables remote power control of AlienBees or White Lightning flashes with a camera-mounted PocketWizard MiniTT1 Transmitter or FlexTT5 Transceiver.

Utilizing PocketWizard's ControlTL technology, photographers can control the flash power level using the camera's Flash Exposure Control (FEC). The unit's PowerTracking feature automatically adjusts flash power to maintain the photographer established level and thus proper exposure when the aperture and/or ISO is changed. Sliding the PocketWizard AC3 ZoneController into the shoe of the camera mounted MiniTT1 or FlexTT5 enables controlling AlienBees or White Lightning flash units in three zones, A B C, in 1/3-stop increments over a six-stop range.

The AC9 draws its power directly from the FlexTT5 so there's no need to install or replace batteries. The PocketWizard AC9 is a must-have for Canon and Nikon photographers using PocketWizard with AlienBees units.

### **About PocketWizard**

Incorporating the latest radio-technology, PocketWizard exceeds the demands of the working pro with durability, ease of use, advanced capabilities and legendary PocketWizard reliability.

PocketWizard products, including the PlusII, 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.

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