



FOR IMMEDIATE RELEASE

Profoto Introduces New ProDaylight 200/400 Air

Latest continuous light sources add to the growing Profoto product line

North White Plains, NY (April 16, 2012) – [Profoto](#), the world's leading manufacturer of professional photography lighting and Light Shaping Tools, announces today the new ProDaylight 200 Air and ProDaylight 400 Air continuous light sources. In 2011, Profoto released the continuous light source ProDaylight 800 Air, thereby introducing the concept of light shaping to video. ProDaylight Air is an HMI light, which is ideal for most photo and video shoots.

These latest versions are even smaller and more lightweight, yet still as powerful and robust. The fact that the units do not use fans to keep cool makes them totally silent – a valuable feature when working with live sound video. The word “Air” simply means that they come with Profoto’s renowned Air radio remote function, which lets users control the light from the palm of their hand.

“The increasing popularity of modern DSLR cameras that are capable of not only shooting still photographs but high definition video as well prove that the worlds of photography and video are blending into one,” said Mark Rezzonico, VP Product Group. “And as more and more photographers begin to specialize in offering photography and video services, these new HMI continuous light sources will perfectly complement their equipment and assist them in getting the most out of their video as well as photo shoots.”

These new products are compatible with Profoto’s wide assortment of Light Shaping Tools. Note that all HMI lights need a ballast to work. ProDaylight is no exception, and to fully support the new versions Profoto is also launching the new ProBallast 200/400. ProBallast is multivoltage, flicker-free and automatically senses that a 200W or a 400W head is connected – and adjusts itself accordingly.

At the NAB Show this week in Booth # C8217, Profoto will be showing the complete line of continuous light products including the new ProDaylight 200 Air and ProDaylight 400 Air systems as well as the new cine Reflector Lite. Also featured will be Profoto’s extensive line of light shaping tools.

For more information on the new ProDaylight 200 Air and ProDaylight 400 Air continuous light sources, including technical specifications, visit:

<http://www.profoto.com/us/products/continuous-light>

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About Profoto

Profoto is a Swedish company manufacturing flash equipment for the professional photo market. Established in 1968, Profoto is one of the leading flash manufacturers in the world, and counts among its customers a great many of the leading photographers and rental houses. Profoto has its headquarters in Skarpnäck south of Stockholm. For more information visit: www.Profoto-USA.com .

Profoto products are exclusively distributed by MAC Group (www.MACgroupUS.com) in the USA.

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