



FOR IMMEDIATE RELEASE

Profoto Introduces New Umbrella XL Product Line

New Light Shaping Tools ideal for portrait and fashion photography

Elmsford, NY (December 1, 2011) – [Profoto](#), the world's leading manufacturer of professional photography lighting and Light Shaping Tools, is proud to introduce the new [Umbrella XL](#) product line.

“The new Profoto Umbrella XL products were created with professional portrait and fashion photographers in mind,” said Mark Rezzonico, VP Product Group. “These new light shaping tools create a smooth yet distinctive light, allowing photographers to perfectly illuminate a single person or even small groups with just a single light source.”

Available in three versions – white, silver and translucent – the new Profoto Umbrella XL features a diameter of 65” with a slightly parabolic shape that allows photographers to change the light distribution by simply sliding the umbrella shaft inside the flash head. In addition, the light spread can also be adjusted by moving the Zoom Reflector back or forth, creating an even more versatile look.

The Profoto Umbrella XL fits on all Profoto flash heads and monolights. It can also be mounted on Profoto’s [Cine Reflector](#), and thereby can be used with the new line of continuous light sources – [ProDaylight 800 Air](#) and [ProTungsten 1000 Air](#).

There is also an optional front diffuser available to soften the light and reduce the intensity by 1.5 f/stops, practically converting the white and silver models into a fully functioning Octabox. An optional stand adapter allows photographers to mount the umbrella on a light stand, or for use with other flash brands.

Availability

All three versions come in a rugged transport bag. They are available now at local photo retailers throughout the U.S. starting at around \$300.

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

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

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