



Sekonic Announces Bundling of L-478D and L-478DR Series Light Meters with Special Edition X-Rite-Sekonic ColorChecker Passport and Sekonic Gray Balance Card

Convenient new bundle provides photographers and cinematographers with the ultimate tools for consistently perfect exposures and colors

North White Plains, NY (March 6, 2013) – [Sekonic Corporation](#), manufacturers of professional photographic light meters, and [X-Rite](#), Incorporated, the world leader in color management, measurement and communication technologies, announce today the availability the LITEMASTER PRO L-478D and L-478DR light meters bundled with the new special edition [X-Rite-Sekonic ColorChecker Passport with Sekonic Gray balance Card](#). Using free software from Sekonic and X-Rite, this new bundle enables photographers and cinematographers to quickly and easily create an exposure profile of their cameras, calibrate their meters and create color profiles that deliver the very best images.

“Creating great images and videos just got easier, faster and more fun,” states Phil Bradon, Sekonic’s USA Marketing Manager. “That’s because Sekonic and X-Rite have teamed up to simplify the process of getting the best exposures and truest colors – the most challenging aspects for today’s image makers. The new version of X-Rite’s acclaimed ColorChecker Passport which includes a Sekonic Gray Balance Card plus Sekonic and X-Rite software takes the complexity out of exposures and post processing allowing imaging professionals to focus more on their creativity.”

Sekonic’s DTS System simplifies Exposure and Meter Calibration

Using the X-Rite ColorChecker Passport with the Sekonic Gray Balance Card with [Sekonic’s Data Transfer V3 Software](#), image makers can create an exposure profile and map out the dynamic range of their DSLR or Digital Video Camera. Transferring this data to a Sekonic L-478 Series meter enables knowing which details of a scene or subject will be properly imaged, and which will be over or under the range of the camera. By using this bundle, today’s photographers and videographers can now take full advantage of their camera’s imaging capabilities to produce pictures with greater tonality and clarity.

Two ways to calibrate the L-478 meters using Sekonic’s DTS Version 3 software

Incident-only calibration of Sekonic’s Data Transfer System enables creating exposure profiles for precise metering without the need for additional accessories. Incident and Reflected-light calibration requires the L-478 series VIEW FINDER 5°, available as a separate purchase, to read the Passport’s Sekonic gray card for calibrated reflected-light readings.

X-Rite ColorChecker Passport simplifies post processing

The ColorChecker Target enables minimizing color differences between cameras and lenses and aids in establishing true color in mixed lighting. It extends the power of Adobe® photo editing software with a series of one-click warming and cooling enhancements that greatly reduce editing time.

For a limited time, current Sekonic L-478D/DR owners can purchase this special edition of the X-Rite ColorChecker Passport w/Sekonic Gray Balance Card at the special introductory price of \$49 by going to sekonic.com/bundle with the serial number of their Sekonic L-478 meter and follow directions located there. Retail pricing is \$512 for the Sekonic L-478DR and \$438 for the Sekonic L-478D.

About X-Rite

X-Rite, Incorporated, is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com, www.xritephoto.com or www.pantone.com

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About Sekonic Corporation

Sekonic Corporation Japan provides the widest range of light measurement devices for photographers around the world. Established in June 1951 as Seiko Electric Industries Co., Ltd., the first Sekonic brand exposure meter introduced was the revolutionary Sekonic P-1.

Over the years, worldwide demand for exposure meters resulted in the growth and construction of a new factory in June of 1959. By August of 1961 the Tokyo facility was authorized as a JIS Designated Factory for "electric exposure meters for photographic use". Through the years Sekonic meters were so well recognized that in February 1984 the Sekonic Digipro X-1 and L-518 meters, were taken into space on the NASA Space Shuttle. Today Sekonic continues to produce and develop meters for every aspect of photography serving the film, video, cinematography and digital photographic marketplace.

Sekonic products are marketed exclusively by MAC Group (www.MACGroupUS.com) in the USA, and sold by distributors around the world.

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Contact:

Steve Rosenbaum

S.I.R. Marketing Communications, Inc.

sir@sironline.com

PH: 631-757-5665