



FOR IMMEDIATE RELEASE

Sekonic Announces Limited Edition Meters in Celebration of 60th Anniversary

*L-308S Flashmate available in three metallic colors: red, green and blue;
60th Anniversary Contest will award three limited edition meters*

Elmsford, NY (July 6, 2011) – In celebration of its 60th Anniversary, [Sekonic](#) announces today limited edition [L-308S Flashmate](#) meters sure to become collector's items by photographers all over the world. Available in limited numbers are three bold metallic colors – red, green and blue. In addition, Sekonic announces its [60th Anniversary Contest](#) where three lucky winners will receive a limited color edition of the L-308S Flashmate.

“It has been a tradition of the company to release a limited edition light meter in honor of an important anniversary and in the past those limited editions have become collector's items,” said Phil Bradon Sekonic's USA Product Marketing Manager. “Reaching out to today's new generation of free-spirited and passionate shooters, we chose Sekonic's most popular and compact L-308s Flashmate. The colors, determined by thousands of votes in an online survey, are bright, refreshing and very distinctive. We expect this limited edition to sell out quickly”.

About the L-308S Flashmate

The pocket-sized Sekonic L-308S Flashmate is the smallest and lightest digital light meter in the Sekonic line-up. This feature-packed Sekonic model is designed to read ambient or flash exposures in either reflected or incident modes, and displays accurate exposure readings in full, half, or third-stop increments to mirror the exposure settings of today's DSLR and film cameras. When set to full-stop mode, exposures are displayed in tenth-stop increments with a repeat accuracy of +/- 0.1 EV.

The LCD screen is designed to emulate the look and feel of its bigger brother, the Sekonic L-358 FlashMaster. Exposure data and related information are displayed using large type and easy-to-read icons, perfectly legible in even low-level lighting conditions.

About the 60th Anniversary Contest

All photographers are invited to write a story about when they “fell in love with light”. To enter, contestants need to write a story between 250 and 500 words telling Sekonic about the moment they fell in love with light. Contestants can submit one of their photographs to illustrate their story but keep in mind this is a storytelling contest. Judging will not be on the quality of the photograph, it will be upon the story.

Submissions will be accepted until July 31, 2011. Contest winners will be announced August 10, 2011. This is an international contest, however submissions must be written in English.

Additional information including complete contest details can be found at:
<http://www.sekonic.com/60th/>

Please send stories to: blog@sekonic.com . Entries will be judged on passion, growth as a photographer and how much the story moves the company. Please detail usage of light and keep in mind the story should be inspiring to others.

A Limited Color Edition Sekonic L-308S Flashmate will be awarded for each of the top three stories. Winning stories will be featured on the Sekonic blog. Non-winning stories and photographs may also appear.

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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