



Sekonic Announces \$50 Instant Rebate For LITEMASTER PRO L-478DR/D Meters

Photographers in the U.S.A. who purchase a new Sekonic LITEMASTER PRO L-478DR or a new L-478D between November 1 and December 31, 2013, will receive an instant rebate of Fifty Dollars

North White Plains, NY (November 4, 2013) – [Sekonic Corporation](#), manufacturers of professional photographic light meters, announces today a \$50 instant rebate (U.S.A only) for consumers of the [LITEMASTER PRO L-478](#) series light meters – the world’s first touch-screen operated light meters with unique features for both still photographers and motion imagers. Qualifying purchases include the award-winning Sekonic LITEMASTER PRO L-478DR or the L-478D either alone or bundled with an X-Rite ColorChecker Passport with Sekonic Gray Balance Card. The \$50 Instant Rebate will be awarded to eligible consumers at the time of purchase.

Sekonic’s compact L-478-series light meters are both instantly familiar and comfortable to use. They feature a large (2.7”) color LCD screen that displays ambient light, flash, cine and a host of other information in a clear and understandable way. Settings are made by simply touching or sliding a finger over the touch screen.

“Measuring light is one of the foundations of photographic creativity. Starting with a standard, photographers only need to make small adjustments to create a distinctive look of their own,” said Phil Bradon, Sekonic’s USA Product Marketing Manager. “The \$50 Sekonic Instant Rebate makes the L-478 meters a great value, and we expect today’s image makers will take advantage of it because there is no other tool that can make such a big difference in a photographer’s work.”

Using free software from Sekonic and X-Rite, the meter bundles enable 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. Both Sekonic LITEMASTER PRO L-478 series light meters feature a large color 2.7-inch LCD with user settings made by simply touching or sliding a finger over the touch screen.

These meters are ideal for digital still photographers working with remote flash set ups. The L-478DR model even incorporates PocketWizard® wireless radio technology for in-meter power control of Canon and Nikon Speedlights on the PocketWizard FlexTT5 Transceiver. Similarly, the L-478DR controls select studio flashes connected with all

standard PocketWizard receivers as well as studio flashes with PocketWizard receivers built-in. Both the L-478DR and L-478D are fully firmware upgradeable and use Sekonic's breakthrough [Data Transfer Software](#) (DTS) system that automates meter calibration to the camera in use. In addition, an array of unique cine features put these meters in a class of their own.

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.

#

Contact:

Steve Rosenbaum

S.I.R. Marketing Communications, Inc.

sir@sironline.com

PH: 631-757-5665