

FOR IMMEDIATE RELEASE

Company and Technical Contact:
Jeff Neal
VP, Sales & Marketing
203-336-0183
jeffn@promaster.com

Press Release:
Lynn Scannell
Scannell Advertising & Public Relations
785-266-0122
lscannell@cox.net

PROMASTER[®] MACROLUME TTL DIGITAL MACRO FLASH

Great macro photography has never been easier

Fairfield, CT (October 1, 2005) – Photographic Research Organization, Inc. (PRO) The **PROMASTER MacroLume TTL Digital** is a state-of-the-art digital version of the award winning PROMASTER TTL Macro Flash, offering advanced features and versatility not available from any other flash manufacturer.

The **PROMASTER MacroLume TTL Digital** features individually controlled dual flash tubes, each with a built-in variable diffuser. For maximum versatility, the **PROMASTER MacroLume TTL Digital** mounts to virtually any lens using Cokin[®] “P” Series adapter rings.

The **PROMASTER MacroLume TTL Digital** uses all PROMASTER 5000 series flash modules for fully automated operation with most digital and traditional cameras available today. Digital camera customers will also appreciate the detachable flash head, fully adjustable mounting assembly, modeling lamp and focus assist lamp.

The **PROMASTER PROMASTER MacroLume TTL Digital** is available now through PRO member specialty photo retail stores across the country. The flash retails for \$300. For a complete listing of retail locations, visit www.promaster.com.

Specifications:

- Dual left and right flash tubes offer variable illumination from either side
- Detachable ring flash head can be attached to the base unit for distant illumination or to the lens for close-up photography
- Adjustable mounting assembly allows the flash to be set at any position desired for creative control
- Modeling Illuminator Lamp for easier subject positioning
- Compatible with Cokin “P” Filter Adapter and “P” Filter holder for total image control
- Auto Focus Assist Illumination Lamp for faster and more accurate focusing
- Guide Number: 35 ft. (ISO 100) for both flash tubes fired simultaneously
- Includes 49mm and 52mm Mounting Rings

- Use Cokin “P” Adapter Ring for other sizes through 77mm (sold separately)
- Requires four AA batteries and PROMASTER module (not included)

About Photographic Research Organization (PRO)

Photographic Research Organization, Inc. (PRO), a national retail cooperative founded in 1958, is owned and managed by some of America’s most innovative independent specialty photo retailers. Known as “imaging experts” in the local markets they serve, member stores offer a full line of traditional and digital photographic cameras, lenses and related equipment and accessories. Additionally, PRO member stores offer on-site film processing and digital imaging services as well as a complete range of supplies designed to enhance the picture-taking experience.

Market driven and quality conscious, PRO creates and distributes premium quality lenses, digital camera memory, batteries, accessories and filters, as well as digital and conventional electronic flashes, through member retail stores under the company’s signature PROMASTER brand. For more information on PROMASTER products and dealer locations visit www.promaster.com.

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