

FOR IMMEDIATE RELEASE
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High-quality workmanship and innovative design garner two categories of Plus X Awards for the **Metz mecablitz 15 MS-1 digital macro flash**



The innovative Metz mecablitz 15 MS-1 digital has won at the Plus X Award 2009! At the official awards ceremony on May 21, 2009 in Cologne, Germany this unique wireless macro flash unit received awards in the categories of **Design** and **High Quality**. The 15 MS-1 digital macro flash unit (MZ001511099) attracted particular attention thanks to its wireless TTL mode and multi-functional features as well as the fact that it is a universal product – it is programmable to multiple brands of DSLR.

The Plus X Award honours manufacturers for the quality advantage of their products. Albert Einstein once said: "More than the past, it is the future that interests me, since that's where I intend to live." With this principle in mind, the Plus X Award distinguishes products that are viable for the future. And it does so in categories that are of interest to many consumers: Innovation, Design, Ease of Use, Functionality, Ergonomics and

Ecology.

Metz flash units - success spanning 50 plus years

Since 1952, Metz has successfully established itself in the photographic market for flash units. Metz produces flash units in all performance classes, which can be utilized with all popular makes of camera. These internationally successful flash units have received many awards in past years. The mecablitz 58 AF-1 digital is currently on exhibition as Germany's showpiece flash unit within the scope of the "design deutschland – case study 09" in New York and has also won the EISA Award for the "Best Product 2007-2008" in the "Photo Accessories" category.

The numerous awards won by Metz flash units serve as further confirmation of the clear commitment on the part of Metz to manufacture high-quality products "Made in Germany".

Past Plus X Awards for Metz:

2007 - Innovation prize for 58 AF-1 digital: First flash unit with a USB interface

Metz products are distributed in Canada by Amplis Foto.

About Amplis

Amplis Foto Inc., established in 1983, is a marketing and distribution company dedicated to serving the advanced amateur and professional photography markets as well as the motion picture/television industry. Located in Markham, Ontario, Amplis Foto has sales representation across Canada to support over 600 stocking dealers with exclusive distribution rights for over 20 product lines including: Broncolor, Gitzo, Hahnemühle, Kata, Manfrotto, Photoflex, Tamrac and Tamron to name a few.

For additional information, please contact us at: info@amplis.com