

MEDIA RELEASE - FOR IMMEDIATE USE

Auckland, New Zealand, 22 July 2008.

ring flash for the real world™

With the launch of the orbis™ in September '08, every serious photographer will finally have ring flash at their fingertips.

Until now ring flash has been a lighting tool used only by high-end professional photographers, mainly for fashion and portraiture in a studio environment.

Designed by photographers, for photographers, the orbis™ will be the most affordable, easy to use, effective ring flash adapter on the market.

enlight photo's orbis™ ring flash is made from durable, lightweight ABS plastic and clips onto the photographers' existing flash/strobe, redirecting the flash/strobe light around the ring shaped unit.

The orbis™ will initially be sold direct at www.orbisflash.com (teaser website now live). A special launch price of US\$169 will be available for a limited time.

Self-funded British photographer-turned-entrepreneur James Madelin has spent two years developing the orbis™ with a team of highly qualified product and lighting designers.

"The orbis™ has been designed to give serious photographers an edge; with an orbis™ you can get the million-dollar ring flash look quickly and easily, and at an affordable price," says the entrepreneur.

To maximise the orbis™ efficiency, cutting-edge virtual optical design led to the development of a patent-pending 'light tunnel'. This both transforms the single light source of a flash/strobe into a ring of light and minimises light loss.

Unlike the other ring flash modifier on the market, the orbis™ is designed to leave the camera's functionality unimpeded. The patent-pending dock that fits the photographer's flash/strobe has been designed to accept all commonly available flashes/strobes.

orbis™ prototypes have been used for portrait, fashion, macro, and food photography by all kinds of photographers both professional and amateur.

"It's quick, easy, and great in confined spaces. I found the orbis™ gave me options I wouldn't otherwise have had. And my client loved the results." Leon Rose, owner of Plump studio, Auckland, NZ.

"Love it! Can't wait to add it to my kit." Matthew Williams, Freelance photographer and European "Casa da Abitare" magazine contributor

The orbis™ launches internationally in early September. Pre-sales will be available online from early August. See <http://www.orbisflash.com>

*For more information and to arrange an orbis™ to review, please contact Naomi Wiggins on +64 21 106 1013 (GMT+11), or team@enlightphotopro.com
enlight photo will be attending Photokina 2008 and in the USA in early 2009.*

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