



**SEKONIC**

SEKONIC CORPORATION

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## For Immediate Release

### Sekonic Releases Limited Edition Meters

**Tokyo, Japan**, June 15, 2011: Sekonic will be celebrating its 60<sup>th</sup> year in the light meter business this coming June 16<sup>th</sup>, 2011. In the tradition of the company, they have always released a limited edition light meter to commemorate the occasion. They released a limited version of the famous L-398 Studio Deluxe in Gold (celebrating the 1 million produced). It immediately became a collector's item, and today it's still one of the unique pieces in any meter collection. Times have changed, and the new generations of photographers are more fashion-oriented, hip and edgy. To complement this new generation of expressive and passionate free-spirited shooters, Sekonic has created "COOL SHADES." This **special limited edition series** offers all the same functions and features of their popular black L-308S Flashmate with a flair for color.

Choosing which colors was no easy task, so they asked their customers via an online survey — and the results were bright, refreshing and very different. So to help mark their 60<sup>th</sup> year in the light meter business and have some colorful fun with their most popular model light meter, they're introducing a small production of 60<sup>th</sup> Anniversary **L-308S limited color editions** in three exciting metallic colors: Red, Green and Blue.

In a recent interview Kei Miyairi, Associate Director & General Manager of Sekonic Corporation stated, *"With the introduction of these new bright colors, photographers can choose the color that best matches their style and personality while expressing their individuality. In addition, these 60<sup>th</sup> Anniversary meters will no doubt be part of many meter aficionados' collections."*

Scheduled release: July, 2011.

Happy Birthday Sekonic!

To learn more about the history of Sekonic or their extensive line of professional light measuring instruments, visit them at [www.sekonic.com](http://www.sekonic.com)



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## Specification

*\*Specification is same as current L-308S*

Measuring System	Incident	Photo cell type	Silicon photo diode	
		Lumisphere size	Small	
		Swivel head	Fixed	
	Reflected	Lumidisc	Removable	
		Switching	Slide	
		Light receiving angle	40°	
	Flash	Option	No	
		Flash	Yes	
		Multiple cumulative	No	
		Cord	Yes	
Cordless		Yes		
	Radio triggering system	No		
Display Range	Film	ISO	3 to 8,000	
		ISO 2	No	
	Ambient	Aperture	Display	F0.5 to 90
			Step	1AV
			Decimal fraction	0 to 0.9 (dots)
		Shutter speed	Step	0.1AV
			Analog dot scale	F0.5 to 90
			Step	No
	Cine speed	Display	60 min. to 1/8000 sec.	
		Step	1TV	
		Analog dot scale	No	
	EV	Step	No	
		Display	8 to 128f/s	
		Analog dot scale	-5 to 25.2	
	Flash	Aperture	Display	F0.5 to 90
Shutter speed			1 sec. to 1/500	
Setting Range	Film	ISO	3 to 8,000	
		Step	1/3SV	
		ISO 2	No	
	Ambient	Aperture	Step	No
			F	No
		Shutter speed	Step	No
			T	60s to 1/8000
	Cine	Step	1, 1/2, 1/3 AV	
		frame per second	8, 12, 16, 18, 24, 25, 30, 32, 64, 128	
	Flash	Shutter speed	T	1 sec. to 1/500 sec.
Step			1, 1/2, 1/3 AV	
Measuring Range	Ambient	Incident	EV	0 to 19.9
		Reflected	EV	0 to 19.9
		Option VF 1°	EV	No
		Option VF 5°	EV	No
		Option VF 10°	EV	No
		Illuminance	LUX	No
		Luminance	FC(Foot-Candle)	No
	Flash	Incident	F	F1.4~F90 0.9
			F	F1.4~F90 0.9
		Reflected	F	No
			F	F1.4~F90 0.9
			F	No
Others		Operating temperature	0 to 40°C	
		Storage temperature	-20 to 60°C	
		Power source	1.5V x 1(AA battery)	
		Weight	110	
		Dimensions	64 x 110 x 22	
Standard Accessory		USB cable	No	
		CD-rom with Software	No	
		Sticker for multi key & CS operation	No	
		Quick Guide	Yes	
Optional Accessory		Booster	No	
		Mini light receptor	No	
		Viewfinder	No	
		Lumisphere	Yes	
		Lumidisc	Yes	
		Lumignid	Yes	
		ND diffuser	No	
		Pin point receptor	No	
		Spot mask	No	
		Synchro cord	Yes	
		Radio triggering system	No	
		Step-up ring	No	

\*Features and specification are subject to change without notice.

Sekonic will continue to further expand the light meter platform along with exciting line-ups and create a new world of photographic entertainment that is only possible on Sekonic.

<http://www.sekonic.com>