



SEKONIC

SEKONIC CORPORATION

7-24-14, Otzumi-Gakuen-Cho, Nerima-Ku, Tokyo 178-8686 Japan

Phone: +81-3-3978-2335 Fax: +81-3-3978-5229

<http://www.sekonik.co.jp>

Date: June 6th, 2011

For Immediate Release

Sekonic Celebrates 60th Anniversary

Tokyo, Japan, June 6th, 2011: On the eve of their 60th anniversary in the light meter business, Sekonic continues to be committed to the needs of the professional photographer, videographer, cinematographer and their expectations. The Sekonic brand has aspired to be a leader in the industry by offering the worlds most innovative and advanced range of light meters. They have grown and changed since their humble beginnings.

It all started on June 16th 1951, when Mr. Ryuichi Mitani, a young man at the time, established “Seiko Electronic Co. Ltd” engineering, manufacturing and design company for exposure light meters and selenium purification systems. That same year the company released their first exposure meter the L-1 under the brand name Sekonic. By 1960 the Sekonic brand meters became so popular that the company changed the name from Seiko Electronic Co. Ltd to Sekonic Corporation, a true testament that Sekonic meters were destined for success.

The company grew over the years and in 1963 it was listed on the Tokyo Stock Exchange. Sekonic’s detail to precision engineering and business expertise in the electronics business landed them many notable OEM clients such as Copal and Konica. In 1974 Sekonic received the “Good Design” award from the Ministry of International Trade and Industry for the L-428 System Meter. Sekonic would later be honored with this prestigious award again in 1994 for the L-308B Flashmate. During the years to follow, Sekonic diversified into other markets such as Industrial Recorders, Plotters, Optical Mark Readers and other various measuring instruments.

In 1984 Sekonic received worldwide recognition when NASA chose the L-518 Digipro X-1 for the Space Shuttle missions. As the first Shuttle launched, so did the future of Sekonic light meters, with popular models such as the L-408 Multi Master in 1995, and L-508 Zoom Master in 1997. As the new millennium started, Sekonic released the world’s first radio triggering light meters (L-358 Flash Master and L-608 Super Zoom Master) compatible with PocketWizard, that offer wireless triggering and measuring of remote flash equipment in addition to other features.



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As the photo industry evolved into digital capture technology, Sekonic demonstrated its' commitment to the needs of the professional photographer. Starting with the L-558 DualMaster and than the L-308S Flashmate, Sekonic began to release digital ready light meters. However, in 2006 Sekonic completely reinvented the meaning of a light meter with the world's first digital "Exposure Profiling" solution, the L-758 DigitalMaster. The L-758 series currently leads the product line and remains unchallenged in the industry by offering photographers a hardware/software package that ensures perfect digital exposure control. It is the first truly digital-ready light meter with tons of cool features and earned the nickname the ultimate "Multi Tool". With the L-758 off the drawing board, Sekonic engineers fueled with excitement set off to break another digital milestone. In 2008 the world's first digital ready color meter with wireless triggering built-in was born, the C-500 series ProDigi Color.

In recent times, Sekonic has seen the merge of still and moving images, and Sekonic is there with products such as the L-308DC DigiCineMate launched in 2010. Today Sekonic continues to bring innovative new products to professional photographers and videographers. In a recent interview Kei Miyairi, Associate Director & General Manager of Sekonic Corporation stated *"Sekonic has come a long way and there are many more miles ahead of us. We couldn't have done it without the loyal people behind the company, and so it's with pride and gratitude that we ask you our customers to join us in celebrating this most auspicious occasion"*.

To learn more about the history of Sekonic or their extensive line of professional light measuring instruments, visit them at www.sekonic.com

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