



## NEW: Profoto Asymmetric Softboxes

Unique softboxes for precise light shaping

Profoto, the world's leading manufacturer of lighting solutions for still and motion photography, introduces a new kind of softbox that expands the company's comprehensive Light Shaping system even further.

Profoto's new asymmetric softboxes feature a unique construction. The light source is not positioned in the center as in a standard softbox, but in the first third of the back. This creates a one-sided light fall-off that allows for precise control of the light distribution. The feature is perfect for people- and fashion photography, where shaping the main light on the subject's face is fundamental. It is also ideal for still life shoots, for which sophisticated highlight control is required.

The asymmetric softboxes are made of a heat resistant material. They can be used with all existing Profoto flash heads and continuous light sources, including the monolights, the Pro- and Acute heads, and the new line of continuous lights – ProDaylight 800 Air and ProTungsten Air.

The asymmetric softboxes use the same speedring as all other Profoto softboxes. A recessed front surrounded by Velcro makes it possible to mount optional accessories such as grids and masks, and an included counter weight ensures a stable position for horizontal use.

Both asymmetric softboxes, the HR 1.5x3.6' RF-a (45x110cm) and the HR 2.3x5' RF-a (70x150cm), are available for immediate delivery.

## About Profoto

Profoto was founded in Stockholm in 1968 by photographer and engineer Eckhard Heine and photography equipment retailer Conny Dufgran.

Their relationship began when Conny sold Eckhard a flash unit that didn't work. Annoyed with the faulty unit, Eckhard went home to invent a new type of flash. He returned a couple of weeks later with a superior unit. A few years after that, Eckhard and Conny exhibited the first Pro-1 generator at the Photokina trade show in Cologne. It was an instant success. Profoto was born. With a bang.

Today, Profoto is one of the world's leading manufacturers of lighting solutions for photographers.

For more information, please visit [www.profoto.com](http://www.profoto.com)

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## Pressmaterial

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