

8 Westchester Plaza, Elmsford, NY 10523  
T 914.347.3300 F 914.347.3309  
info@Profoto-USA.com  
Profoto-USA.com

**FOR IMMEDIATE RELEASE**

MORE INFORMATION  
Mark Rezzonico – 914.347.3300  
MarkR@MACgroupUS.com

## Profoto Introduces the Cine Reflector

*The Ultimate Light Shaping Tool: Combination of PAR and the classic Profoto Zoom reflector*

**Elmsford, NY – September 20th 2010** – Profoto, the world's leading manufacturer of professional photography lighting and light shaping tools, is proud to introduce world's first modular Cine Reflector.

The Cine Reflector combines the film industry's popular Parabolic (PAR) reflector with the classic Profoto Zoom reflector which for a long time has been the most used Profoto light shaping tool.

The PAR reflector provides high output and a lot of punch that can be used either direct or in combination with PAR lenses to adjust the beam spread.

The Profoto Zoom reflector is a textured "open face type" reflector that provides a crisp, even light. The beam angle can be easily adjusted within the range of 35-105° without the need for lenses thanks to the unique Zoom functionality that has made Profoto the top choice among photographers.

Five types of lenses are available to provide wider selection of beam control as well as a set of 4 scrims, dichroic color filters and barndoors to give the extra edge that all photographers and gaffers appreciate. All accessories can be used in combination with both of the reflectors as well as with each other.

In addition, the Cine Reflector is equipped with a double layer housing to protect users from burns and increase robustness. The housing also provides an umbrella attachment, which is commonly used by many photographers. An optional stirrup bracket is available for overhead mounting.

Deliveries of Profoto Cine Reflector start in mid January 2011.

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

###

