

 macgroup

NEW PRODUCTS

SEPTEMBER, 2016

MFOTO[®] AIR




LIGHT & MOTION

STELLA PRO SINGLE-POINT LED LIGHTS

Introduction Schedule	
Product Launch	October 1, 2016
Website Launch	October 1, 2016
Product Available	September 15, 2016

Introducing SystemGo Plus by Benro.

The Benro SystemGo Plus provides unmatched versatility in camera placement and System accessories to allow you to create custom designed workstations that include secondary columns, computer platforms, multiple head mounting accessories and more.

Please note that Benro SystemGo GoTravel and GoClassic tripods are now discontinued. SystemGo Plus tripods will be the direct replacement. All SystemGo accessories are compatible with SystemGo Plus.



FGP18A

The FGP18A SystemGo Plus Travel tripod series is the first to offer the compactness of a travel tripod with a versatile center column! The tripod is constructed from aluminum tubing with machined aluminum and magnesium alloy components. The tripod combines reverse folding legs that wrap around the center column providing a more compact unit for transportation, while it also has a versatile center column that can be removed from its conventional vertical position and can be swung through a 180 degree arc and locked into place at any point, which when combined with the three position leg angle settings makes this tripod perfect for low level macro photography. Other features include a built in monopod, easy to use twist leg locks, standard screw-in rubber & stainless spiked feet and a high quality padded tripod carry case.



FGP18C

The FGP18C SystemGo Plus Travel tripod series is the first to offer the compactness of a travel tripod with a versatile center column! The tripod is constructed from carbon tubing with machined aluminum and magnesium alloy components. The tripod combines reverse folding legs that wrap around the center column providing a more compact unit for transportation, while it also has a versatile center column that can be removed from its conventional vertical position and can be swung through a 180 degree arc and locked into place at any point, which when combined with the three position leg angle settings makes this tripod perfect for low level macro photography. Other features include a built in monopod, easy to use twist leg locks, standard screw-in rubber & stainless spiked feet and a high quality padded tripod carry case.

CAT #	DESCRIPTION	EAN CODE/UPC	MAP	EDU	DLR NET
FGP18A	SystemGo Plus Tripod Only - Travel Aluminum with Monopod	6931747335763	\$149.00	\$123.75	\$110.00
FGP28A	SystemGo Plus Tripod Only - Travel Aluminum with Monopod	6931747335770	199.00	165.38	147.00
FGP18C	SystemGo Plus Tripod Only - Travel Carbon Fiber with Monopod	6931747335749	349.00	290.25	258.00
FGP28C	SystemGo Plus Tripod Only - Travel Carbon Fiber - with Monopod	6931747335756	399.00	331.88	295.00



FGP28A

The FGP28A SystemGo Plus Travel tripod series is the first to offer the compactness of a travel tripod with a versatile center column! The tripod is constructed from aluminum tubing with machined aluminum and magnesium alloy components. The tripod combines reverse folding legs that wrap around the center column providing a more compact unit for transportation, while it also has a versatile center column that can be removed from its conventional vertical position and can be swung through a 180 degree arc and locked into place at any point, which when combined with the three position leg angle settings makes this tripod perfect for low level macro photography. Other features include a built in monopod, easy to use twist leg locks, standard screw-in rubber & stainless spiked feet and a high quality padded tripod carry case.



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SystemGo Plus Features & Benefits:

1. Versatile 180° center column allows you limitless camera positioning possibilities including verticle, horizontal and inverted positions
2. Quick leg lock system improved stability with faster deployment and dust resistance
3. Integrated Monopod let's you detach a leg that becomes a monopod.
4. Foldable travel design makes for the most compact tripod
5. Accepts the SystemGo accessories turning the tripod into a portable workstation.



Introduction Schedule	
Product Launch	October 1, 2016
Website Launch	October 1, 2016
Product Available	Immediately

New Benro Video Accessories for Hi Hats & Tripods.

The Benro BL75S is a 75mm Half Ball Adapter with Short Tie Down Handle. This will fit the HH75AV 75mm video hi hat as well as any standard 75mm video tripod bowl.

The Benro BL100S is a 100mm Half Ball Adapter with Short Tie Down Handle. This will fit the HH100AV 100mm video hi hat as well as any standard 100mm video tripod bowl.

If you have any questions, please contact your local Benro Sales Representative.



CAT #	DESCRIPTION	EAN CODE/UPC	MAP	EDU	DLR NET
BL75S	75mm Half Ball Adapter with Short Tie Down Handle Fits 75mm Bowl	6931747336043	\$50.00	\$41.06	\$36.50
BL100S	100mm Half Ball Adapter with Short Tie Down Handle Fits 100mm Bowl	6931747336050	60.00	49.50	44.00

Introduction Schedule	
Dealer Launch	September 12, 2016
Consumer Launch	October 1, 2016
Website Launch	October 1, 2016
Product Availability	October 1, 2016

Now Available! Godox's full line of LP800x Accessories Replacement Parts.

Double your power, charge external batteries and more!



The Godox LP800x Portable Power Inverter is capable of giving you power when you need it most, and is the perfect add on to your Elinchrom ELC PRO HD, BRX or D-lite 4 Kit. Now the full line of accessories and replacement parts is available for purchase including:

CAT #	DESCRIPTION	EAN CODE/UPC	MAP	EDU	DLR NET
B12000	Battery for Power Inverter	6952344204603	-	\$250.00	\$250.00
CLP150	External Battery Cable	6952344204627	-	64.00	64.00
LP800X-B	Carrying bag of LP800X	6952344210659	-	31.00	31.00
LP800X-CH	Charger for LP800X	6952344208427	-	49.00	49.00
LP800X-RF	Replacement Rubber Feet - Pad	6952344210895	-	0.30	0.30
LP800X-FEET	Replacement Feet	6952344210666	-	0.30	0.30

What is the Godox LP800X?

Run strobes, compacts, power packs and even charge your smart phones and tablets while away from your studio. The Godox Portable Power Inverter from Elinchrom is capable of giving you power when you need it most.

CAT #	DESCRIPTION	EAN CODE/UPC	MAP	EDU	DLR NET
LP800X	Godox Portable Power Inverter	6952344203880	\$799.00	\$640.00	\$640.00

Powerful as a Mini Generator

- 500 Full Power flashes for a 600w/s unit
- 2400w/s flash recycles in 2 seconds
- 100w Halogen lamp can work for approx. 80 mins

USB Charging

- Three USB sockets for powering electronics with USB interfaces, i.e. smart phones, tablets

User Replaceable Battery Unit

- Independent battery from control unit

Reliable Protection

- Protected against overcharging, short circuiting and high temperatures
- Also protects against low input voltage, high input voltage and positive and negative reverse connection

Introduction Schedule	
Dealer Launch	September 12, 2016
Consumer Launch	October 1, 2016
Website Launch	October 1, 2016
Product Available	October 1, 2016

Introducing the Kupo Junior Boom Stand

CONVERTS FROM A STANDARD LIGHT STAND INTO A JUNIOR BOOM ARM IN MOMENTS!



The Kupo Convertible Junior Boom Stand is an incredibly versatile support that can be converted from a standard light stand to a junior boom arm by simply pulling the center column out of the stand and using the pivoting collar to position the arm.

Constructed from chrome plated steel and featuring square-end legs, the boom arm can support 66lbs at it's minimum extension of 5ft and 17.6lbs at it's maximum extension of 9ft. Perfect for a medium sized light fixture with a softbox or umbrella attached.

The Junior Boom Stand is also equipped with one leveling leg for balancing loads on uneven terrain, making it just as at home in the field as it is in the studio.

For more information on the Junior Boom Stand as well as other Kupo light supports and grip equipment visit www.KupoGrip.com

CAT #	DESCRIPTION	EAN CODE/UPC	MAP	EDU	DLR NET
KS501311	Junior Steel Boom Stand	6954016560567	\$359.00	\$279.00	\$279.00

FEATURES	BENEFITS
Pivoting Collar With Adjustable Lever Handle	Allows the stand to be easily used as either a standard light stand or a boom arm
Chrome Plated Steel Construction with Square-end Legs	Enables the boom arm to support 66lbs at it's minimum extension of 5ft and 17.6lbs at it's maximum extension of 9ft.
Leveling Leg	For balancing loads on uneven terrain

Introduction Schedule	
Dealer Launch	September 12, 2016
Consumer Launch	October 1, 2016
Website Launch	October 1, 2016
Product Available	September 19, 2016

MAC Group to become exclusive US distributor for Light & Motion’s line of Stella Single-point LED Lights.

MAC Group is thrilled to announce their new U.S. Distribution agreement with California-based Light & Motion for their line of Stella Single-Point LED lights and lighting kits.

The Stella family establishes a new standard for broadcast, cinema, and photo lighting. Single-Point LEDs (spLEDs), regarded for their reliable design and commanding output/size ratio, are displacing traditional technology as the definitive solution for demanding professionals. Light & Motion is leading the charge as the premiere option in this rapidly expanding category. MAC Group is elated about the new partnership assured that Stella lights are changing the game for content creators everywhere.

“As soon as we saw the range of Stella products, we knew we could do unbelievable things together,” asserts Jan Lederman, MAC Group President. “These lights will definitely exceed the expectations of filmmakers and photographers.”

Light & Motion brings a sophisticated approach to on-camera lighting. All Stella lights are engineered and manufactured out of a vertically integrated California facility. The domestic approach allows the brand to continually elevate spLED technology to unparalleled levels while promptly responding to imaging advancements with cutting-edge design. This has caused ripples in the on-camera lighting genre as the Stella family represents the most compact, portable, powerful, robust professional lights available. The MAC Group alignment is set to solidify Light & Motion as the leaders of spLED lighting.

“We are proud to join with MAC Group and envision great success with the new partnership,” proclaims Light & Motion CEO Daniel Emerson. “Their excellent reputation in the stills and motion market will ensure that cinema, photo, and broadcast professionals will have great access to the Stella line and receive excellent support and service through premium dealers and rental houses nationwide.”

Light & Motion’s Stella line provides a broad range of options to accommodate the needs of image-makers of various disciplines. On-location shooters appreciate the ultra-powerful, rechargeable, battery-powered units that can be setup in seconds and be used in any weather condition. Studios are realizing the creative possibilities of these lights as well as a corded option that fits in the palm of a hand yet rivals the light output of HMI units. Light & Motion also manufactures two drone specific lights that are poised to ultimately change the nature of aerial filming in low-light situations.

Every Stella light features a Chip on Board “COB” array that provides a smooth, evenly dispersed, 120-degree native beam with high CRI and TLCI ratings of 90+ and 93 respectively providing cinema-quality, flicker-free, and artifact-free light output. A broad range of mounting options and lighting modifiers are available including barn doors, a 50° focus optic, 25° degree fresnel, speed ring/gel holder, and Glo Bulb. Popular modifiers/accessories are also supported with compatibility for Profoto OCF, Chimera, and Elinchrom (coming soon).



STELLA
 Single-Point LED Lights

The Most Compact, Powerful, Rugged, Weatherproof, Integrated Battery-Powered Single-Point LED Lights in the Industry!

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Stella reliability is tested and certified in accordance with the ANSI/NEMA FL-1 Standard. Light & Motion is the first in the industry to certify their lights in this way. Content creators can buy with absolute confidence knowing that Stella lights deliver what they claim with precise details about the lumen output, color temperature, CRI, TLCI, and FLUX rating.

The Products:

Stella 1000: The ultra-compact Stella 1000 beats any professional light in its class boasting 1000 certified lumens. Weighing just over 0.5 lb including its integrated Li-ion battery, Stella's minimal weight is at home on DSLRs as well as professional ENG rigs. It is certified waterproof to a depth of 100 meters and is able to withstand repeated 1 meter drops on concrete. The Stella 1000 delivers a run time of 1 1/2 hours to 715 minutes depending on the power selected.

Stella 2000: The Light & Motion Stella 2000 Single-Point LED Light sets the new standard of power and portability in professional lighting. It delivers 2000 lumens of light while weighing just over 1lb including its integrated Li-ion battery and delivers a run time of 1 hour to 415 minutes depending on the power selected. The Stella 2000 is waterproof to a depth of 100 meters and can withstand repeated 1 meter drops on concrete.

Stella Pro 5000: The Light & Motion Stella Pro 5000 Single-Point LED is the most compact, powerful, rugged, portable, cord-free LED light in the industry and is designed to handle any environment while delivering beautiful cinema quality light. The completely waterproof design has a built-in Li-ion rechargeable battery that runs for 90 minutes on full power.

Stella Pro 7000: The Light & Motion Stella Pro 7000 Single-Point LED adds even more power to the most compact, rugged, portable, cord-free LED light in the industry. The water-resistant design has a built-in Li-ion rechargeable battery that runs for 60 minutes on full power.

Stella Pro 10000c: The brand new Light & Motion Stella Pro 10000c Single-Point LED is the most powerful compact, rugged corded LED light in the industry. It illuminates with a commanding 10,000 lumens and delivers 20,580 LUX at 1 meter with available Fresnel. At full power the diminutive Stella Pro 10000c delivers the equivalent light output of HMI units 4 times its size. The water-resistant design and wide range of mounting options and lighting modifiers allow you to do things not possible with conventional lights and will be ideal for challenging outdoor shoots.

Stella Light Modifier System

The Stella Light Modifier System which includes barn doors, a 50° focus optic, 25° degree fresnel, speed ring/gel holder and Glo Bulb.

All Stella and Stella Pro Single-Point LEDs allow content creators to work with a broad range of mounting options and lighting modifiers including Profoto OCF, Chimera and Elinchrom (coming soon).

Single and multi light kit versions of the above will also be available for both the consumer and rental markets.

Light & Motion will offer two aerial lights for the drone market:

Seca 2200: The Light & Motion Seca 2200 Drone light brings industry leading illumination to the consumer drone market and is optimized for smaller drones such as the 3DR Solo or DJI Phantom and Inspire.

Stella Pro 5000d: The Light & Motion Stella Pro 5000d is world's first ultra-powerful aerial light. Engineered to support high resolution imaging work for cinema and industrial applications, the compact design lets Stella take their lighting technology airborne.

Stella reliability is tested and certified in accordance with the ANSI/NEMA FL-1 Standard. Light & Motion is the first in the industry to certify their lights in this way. Content creators can buy with absolute confidence knowing that Stella lights deliver what they claim with precise details about the lumen output, color temperature, CRI, TLCI, and FLUX rating.

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MAC Group is committed to providing outstanding dealer support as well as inspiration and education to the photography and filmmaking communities.

MAC Group will market, sell and service the Stella family of products as well as select Solight, Seca and GoBe products and will have all enquiries directed to its North White Plains headquarters. Product service and warranty repairs will be handled by an experienced team of technicians in both New York and California.

MAC Group will strictly enforce the Stella MAP policy.

Today you are receiving the following:

- [Stella Excel Price List](#)
- Stella Dealer Bulletin about new product launches

Stella Investment Protection Plan

The world of LED lighting is fast moving and exciting! As new product becomes available MAC Group will define upgrade paths for existing owners looking to stay on the cutting edge. Full details will be published when new products enter the portfolio.

Stella Lighting Display Program

See separate Display Program Bulletin

Stella Lighting Pro Services (SLPS) Program

As part of our commitment to the ever-expanding Stella user base Mac Group will be establishing a Pro Services Program for Professional users offering benefits such as accelerated service and loaner equipment. Full program and membership details to follow.

Employee Purchase Program

Employees of our retail partners are more than welcome to purchase Stella items. The discount to store employees is 25% from dealer net. Please contact your MAC Group Regional Business Manager for details.

Terms

The standard payment terms are 2%/10 EOM.

If you have any questions or comments please feel free to contact:

Product Information:

Will Holowka at 914.345.5430 or WillH@MACgroupUS.com

Marketing Information:

Jeff Lazell at 914-345-5421 or JeffL@MACgroupUS.com

Technical & Sales Information:

Wayne Schulman at 914-345-5417 or WayneS@MACgroupUS.com

The entire team at the MAC Group looks forward to driving this great brand, increasing its presence in the market and exceeding your expectations!

Introduction Schedule	
Dealer Launch	September 12, 2016
Consumer Launch	October 1, 2016
Website Launch	October 1, 2016
Product Available	September 19, 2016

The Game Changing Stella 10000c is here.

A powerful HMI Replacement that Fits into the Palm of Your Hand.

Introducing the next generation of LED Lighting: The Stella Pro 10000c. This new light features an ultra-compact design that fits into the palm of your hand and is a featherweight 750 grams. Powered from AC or DC, a digital screen reports power levels while an easy grip magnetic control ring makes adjusting output simple and repeatable. Consistent with all Stella Pro Single-Point LED (spLED) Lights is the Chip on Board “COB” array that delivers the optical characteristics of a single-point light source, simplifying form and design, reducing the light field in single and multiple light set-ups and eliminating the multiple shadow effect that can be a problem with multi-dot light sources. It also features flicker free performance, necessary for ultra high-definition. This array provides the Stella 10,000c with a smooth, evenly dispersed, 120-degree native beam with high CRI and TLCI ratings of 90+ and 93 respectively.

The Stella Pro 10000c Single-Point LED (spLED) illuminates with a commanding 10000 lumens and delivers 20,580 LUX at 1 meter with available Fresnel. To maintain constant output at these substantial power levels, the 10000c integrates a variable speed fan that remains off until the light exceeds 5000 lumens. At full power the diminutive Stella Pro 10000c delivers the equivalent light output of HMI units 4 times its size.

Durability and all-conditions portability are hallmarks of the Light & Motion Stella Line. The 10000c features IP54 water resistance to be fully capable for challenging outdoor shoots.

Like all Stella lights, the new Stella Pro 10000c passes the rigorous FL-1 standard drop test, passing 6 drops, one per side, on concrete from 1 meter.

The Stella Pro 10000c represents ultra-powerful output in a substantially compact, portable package. Progressive engineering and robust construction provide assurance for flawless performance in critical situations.

Every Stella Pro 10000c includes: (1x) Press On 50° Focus Optic, (1x) Press On Barn Doors, (1x) High Leverage Handle, (1x) YS Mount Pro, (1x) C-Stand Mount, (1x) 1/4-20 Adaptor, and (1x) 24V External Power Supply.



CAT #	DESCRIPTION	UPC	MAP	EDU	DLR NET
850-0349-A	Light & Motion Stella Pro 10000c spLED Light	812190018594	\$1,999.99	\$1,687.50	\$1,500.00

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For more information on the Stella 10000c Single-Point LED (spLED) and other Light & Motion products visit www.StellaProLights.com or contact your MAC Group Regional Business Manager.

FEATURES	BENEFITS
High Output "Chip on Board" LED	Delivers the optical characteristics of a single-point light source, simplifying form and design, reducing the light field in single and multiple light set-ups and eliminating the multiple shadow effect that can be a problem with multi-dot light sources
Certified TLCI 93, CRI 90, CCT 5000 Kelvin	Shoot with confidence knowing you will get excellent color reproduction and consistency across all Stella spLEDs.
Output up to 20,580 Lux at 1 Meter	Delivers the equivalent light output of HMI units 4 times it's size
IP54 water resistance	Fully capable of performing in the most challenging weather conditions.
AC/DC supply allows light to run off of D-Tap and various external power sources	Power/charge the 10000c off of virtually any power source in the world
120-degree native beam	Light output can be focused and modified via a wide range of compatible accessories including certain Profoto and Chimera soft boxes via adapter.
FL-1 Certification	Buy with confidence knowing our claims are backed up with rigorous, standardized testing.

Recommended Accessories:

CAT #	DESCRIPTION	EAN	MAP	EDU	DLR NET
800-0282-A	Press On 82mm Glo Bulb Diffuser for Stella 2000, Stella Pro 5000/7000/10000c	812190017832	\$39.99	\$33.74	\$29.99
800-0283-A	Press On 82mm 3" Speed Ring / Gel Holder for Stella 2000, and Stella Pro 5000/7000/10000c	812190017849	9.99	8.43	7.49
800-0284-A	Press On 82mm Barn Doors for Stella 2000 and Stella Pro 5000/7000/10000c	812190017856	39.99	33.74	29.99
800-0285-A	Press On 82mm 50° Focus Optic Lens for Stella 2000 and Stella Pro 5000/7000/10000c Includes 3" Speed Ring / Gel Holder	812190017863	49.99	42.18	37.49
800-0288-A	DTAP Cable for Stella Pro 5000/7000/10000c	812190017894	59.99	50.61	44.99

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CAT #	DESCRIPTION	EAN	MAP	EDU	DLR NET
800-0296-A	Stella Light Modifier Kit for Stella 2000 and Stella Pro 5000/7000/10000c	812190017948	\$99.99	\$84.36	\$74.99
800-0299-A	Profoto OCF Speed Ring Adapter for Stella Pro 5000/7000/10000c	812190018075	39.99	33.74	29.99
800-0300-A	Car Cable for charging/powering Stella Pro 5000/7000/10000c with a vehicle's 12v outlet	812190017979	49.99	39.36	34.99
800-0302-A	Press On 82mm 25° Fresnel Lens for Stella 2000 and Stella Pro 5000/7000/10000c	812190017993	59.99	50.61	44.99
800-0307-A	YS Mount Base for the Stella Pro with integrated umbrella holder. Compatible with Stella Pro 5000/7000/10000c	812190018112	39.99	33.74	29.99

Introduction Schedule	
Dealer Launch	September 12, 2016
Consumer Launch	October 1, 2016
Website Launch	October 1, 2016
Product Available	October 1, 2016

Stella 1000 and 2000 Action Kits Now Available!

Everything you need for beautiful constant lighting on camera and off

Unprecedented power, untethered. The Light & Motion Stella Single-Point LED (spLED) Lights are a game changer for content creators everywhere. Their Chip on Board (COB) Single Point Lighting Array delivers the optical characteristics of a single-point light source, simplifying form and design, and eliminating the multiple shadow effect that can be a problem with multi-dot light sources.

Featuring a cord-free, battery powered waterproof design and cinema quality, flicker-free output Stella spLEDs set a new standard in broadcast, cinema and photo lighting. Now, Light & Motion has partnered with Elinchrom, Kupo, NOVOFLEX and Tenba to offer the groundbreaking Stella 1000 and 2000 Single-Point LEDs in Action Kits with everything you need to jump into the world of constant lighting.

Stella 1000 Action Kit

The Stella 1000 Action Kit features: one Stella 1000 spLED Light, one Pistol Grip Handle, one set of Snap On Barn Doors (50mm), one Novoflex Ball-19 Ball Head, and one Elinchrom EL Handheld 25-61" Boom Arm. Also, included with every Stella 1000 spLED is one Snap On 25° Fresnel (50mm), one Snap On Diffuser (50mm), one Cold-Shoe Mount, and one 1/4-20 Adaptor. A Tenba BYOB 9/Packlight Bundle is also included in the box to make adding the Stella 1000 Action Kit to your existing gear incredibly convenient.

Stella 2000 Action Kit

The Stella 2000 Action Kit features: one Stella 2000 spLED Light, one Pistol Grip Handle, one Press on 25° Fresnel Lens (82 mm), one Press On 3" Speed Ring/Gel Holder, one Press On Glo Bulb (82mm), one Novoflex Ball-19 Ball Head, and one Elinchrom EL Handheld 25-61" Boom Arm. Also, included with every Stella 2000 spLED is one Press On 50° Focus Optic (82mm), one Press On Barn Doors (82mm), one Cold-Shoe Mount, and one 1/4-20 Adaptor. A Tenba BYOB 10/Packlight Bundle is also included in the box to make adding the Stella 2000 Action Kit to your existing gear incredibly convenient.

For more information on the Stella 1000 and 2000 Action Kits and other Light & Motion products visit www.StellaProLights.com or contact your MAC Group Regional Business Manager



CAT #	DESCRIPTION	UPC	MAP	EDU	DLR NET
860-1000-K	Light & Motion Stella 1000 Action Kit	812190018761	\$579.99	\$488.53	\$434.25
860-2000-K	Light & Motion Stella 2000 Action Kit	812190018778	799.99	674.16	599.25

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Stella 1000 and 2000 spLED Features and Benefits:



FEATURES	BENEFITS
High Output "Chip on Board" LED	Delivers the optical characteristics of a single-point light source, simplifying form and design, reducing the light field in single and multiple light set-ups and eliminating the multiple shadow effect that can be a problem with multi-dot light sources.
Certified TLCI 93, CRI 90, CCT 5000 Kelvin	Shoot with confidence knowing you will get excellent color reproduction and consistency across all Stella spLEDs.
IP68 water resistance	Fully submersible to 325 feet allowing Stella spLEDs to perform in the most challenging conditions.
IP68 water resistance	Fully submersible to 325 feet allowing Stella spLEDs to perform in the most challenging conditions.
120-degree native beam	Light output can be focused and modified via a wide range of compatible accessories including certain Profoto and Chimera soft boxes via adapter.
FL-1 Certification	Buy with confidence knowing our claims are backed up with rigorous, standardized testing.

Introduction Schedule	
Dealer Launch	September 12, 2016
Consumer Launch	October 1, 2016
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Stella Pro 125, 225, and 555 Kits Now Available!

Everything you need for a 3-Point Lighting Set-up

Unprecedented power, untethered. The Light & Motion Stella Single-Point LED (spLED) Lights are a game changer for content creators everywhere. Their Chip on Board (COB) Single Point Lighting Array delivers the optical characteristics of a single-point light source, simplifying form and design, and eliminating the multiple shadow effect that can be a problem with multi-dot light sources.

Featuring a cord-free, battery-powered, waterproof design and cinema quality, flicker-free output, Stella Single-Point LEDs set a new standard in broadcast, cinema and photo lighting. Now, Light & Motion has partnered with Kupo, and Tenba to offer the groundbreaking Stella 1000, 2000 and 5000 spLEDs in Pro Kits with everything you need to jump into the world of single point LED constant lighting.



Stella Pro 125 Kit

The Stella Pro 125 kit features one Stella 1000 spLED Light, one Stella 2000 spLED light, one Stella Pro 5000 spLED light and two Kupo "click" light stands; everything you need for a 3-point lighting setup. Also included are two Press On Fresnel 25° Lenses, two Press On Glo Bulb Diffusers, two Press On 3" Speed Ring Holder/Gel Holder, two Press on 50° Focus Optics, two Press on Barn Doors, one High Leverage Handle, one YS Mount Pro, one C-Stand Mount, two Cold Shoe Mounts, one Snap On Barn Doors for Stella 1000, one Snap On 25° Fresnel, one Snap On Diffuser, three 1/4-20 Adaptor, all easily transported by a Tenba 38" Rolling Grip Case.



Stella Pro 225 Kit

The Stella Pro 225 kit features two Stella 2000 spLED lights, one Stella Pro 5000 spLED light and three Kupo "click" light stands; everything you need for a 3-point lighting setup. Also included are three Press On Fresnel 25° Lenses, three Press On Glo Bulb Diffusers, three Press On 3" Speed Ring Holder/Gel Holder, three Press on 50° Focus Optics, three Press on Barn Doors, one High Leverage Handle, one YS Mount Pro, one C-Stand Mount, two Cold Shoe Mounts, and three 1/4-20 Adaptors, all easily transported by a Tenba 38" Rolling Grip Case.

CAT #	DESCRIPTION	UPC	MAP	EDU	DLR NET
860-1250-K	Light & Motion Stella Pro 125 Kit	812190018785	\$2,999.99	\$2,530.41	\$2,249.25
860-2250-K	Light & Motion Stella Pro 225 Kit	812190018792	3,599.99	3,036.66	2,699.25
860-5555-K	Light & Motion Stella Pro 555 Kit	812190018808	5,599.99	4,724.16	4,199.25

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Stella Pro 555 Kit

The Stella Pro 555 kit features three Stella Pro 5000 spLED lights and three Kupo “click” light stands; everything you need for a 3-point lighting setup. Also included are three Press On Fresnel 25° Lenses, three Press On Glo Bulb Diffusers, three Press On 3” Speed Ring Holder/Gel Holders, three Press on 50° Focus Optics, three Press on Barn Doors, three High Leverage Handles, three YS Mount Pros, three C-Stand Mounts, and three 1/4-20 Adaptors, all easily transported by a Tenba 38” Rolling Grip Case

Please Note:

Pro Kits are built to order so please allow extra time for delivery

For more information on the Stella Pro 125, 225, and 555 Kits and other Light & Motion products visit www.StellaProLights.com or contact your MAC Group Regional Business Manager

Stella 1000, 2000, and 5000 spLED Features and Benefits:



FEATURES	BENEFITS
High Output "Chip on Board" LED	Delivers the optical characteristics of a single-point light source, simplifying form and design, reducing the light field in single and multiple light set-ups and eliminating the multiple shadow effect that can be a problem with multi-dot light sources
Certified TLCI 93, CRI 90, CCT 5000 Kelvin	Shoot with confidence knowing you will get excellent color reproduction and consistency across all Stella spLEDs.
IP68 water resistance	Fully submersible to 325 feet allowing Stella spLEDs to perform in the most challenging conditions.
Integrated rechargeable Li-ion	Provides 90-700 minutes (Stella 1000), 50-415 minutes (Stella 2000), and 90-375 minutes (Stella 5000) of cord-free operation
120-degree native beam	Light output can be focused and modified via a wide range of compatible accessories including certain Profoto and Chimera soft boxes via adapter.
FL-1 Certification	Buy with confidence knowing our claims are backed up with rigorous, standardized testing.



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MeFOTO.com

ME03
DATE: 9/12/16

EMBARGO UNTIL 9/20/16	
Dealer Launch	September 12, 2016
Website Launch	September 20, 2016
Consumer Pre-Order	September 20, 2016
Product Available	October 15, 2016

Meet the MeFOTO Air collection.
Lighter. Smaller. More Colorful. Less Expensive.

MeFOTO is more compact, lightweight and colorful than ever before with our new MeFOTO Air collection. Comprised of 3 new photo tripods and 1 monopod in **7 anodized aluminum finishes**, MeFOTO combines strong and lightweight materials, making it possible to create a 2 lb tripod and a .9 lb monopod at just \$125 and \$65, respectively.

Each tripod and monopod uses our new HyperLock Leg Lock design. Unlike traditional tripods that have between 9 and 15 leg locks, MeFOTO Air only has 1 lock per leg, which simplifies the set-up and tear down process.

Each tripod includes a spring-loaded smartphone adapter and a rechargeable Bluetooth remote with a clamp that attaches to the handle. In addition, removing the weight hook from the center column converts the tripod into a selfie stick.










What can you do with a tripod? A tripod is more than just a tool that keeps your camera steady. When you combine a tripod with your camera or smartphone you open up a world of creative possibilities.

- Night Photography
- Long Exposure
- Live Streaming
- Live Photos
- Time-lapse
- Multiple Exposures
- Stop Motion
- Group Shots
- Portraits

Ideal Customer: MeFOTO Air is a travel tripod made for photographers who want well designed colorful products and need a lightweight, compact and easy to use creative image-making tool.

[Download new product dealer info now](#) or with your dealer login at: www.MACgroupUS.com

(Continue on next page)

	FEATURE	BENEFIT
	HyperLock Leg Lock	Easy to use. Leg can be stopped anywhere. Only one knob to turn instead of 3 or 4. So technically it's 3 or 4 times as fast to setup.
	Selfie Stick/ Telescoping	You can take selfies with the included Bluetooth remote and smartphone adapter. When used as a center column it telescopes for additional height when needed.
	Lightweight	Way less to carry around. MeFOTO Air combines strong and lightweight materials making it possible to create a 2 lb tripod and a 0.9 lb monopod.
	Compact Size	Fits inside small and medium sized bags. This is due to the unique HyperLock leg system where each leg section is nested into one group.
	Rigidity	Don't be fooled by the size and lightweight design. MeFOTO Air is as sturdy as they come. The HyperLock leg lock design is actually superior to some traditional tripod leg locks.
	Ease of set up	User-friendly icons are located on the tripod and the ballhead so you don't need a user manual to figure it out.
	Arca-Swiss Compatible	Air fits industry standard plates. Great if you already own Arca Swiss plates or previous MeFOTO tripods.



CAT #	DESCRIPTION	EAN	MAP	EDU	DLR NET
WALKABOUT AIR MONOPOD					
WAAIRBLK	WalkAbout Air - BLACK	6931747336579	\$65.00	\$54.00	\$48.00
WAAIRBLU	WalkAbout Air - BLUE	6931747336586	65.00	54.00	48.00
WAAIRGRN	WalkAbout Air - GREEN	6931747336593	65.00	54.00	48.00
WAAIRORG	WalkAbout Air - ORANGE	6931747336623	65.00	54.00	48.00
WAAIRPUR	WalkAbout Air - PURPLE	6931747336630	65.00	54.00	48.00
WAAIRRED	WalkAbout Air - RED	6931747336616	65.00	54.00	48.00
WAAIRTTN	WalkAbout Air - TITANIUM	6931747336609	65.00	54.00	48.00
BACKPACKER AIR TRAVEL TRIPOD KIT/SELFIE STICK					
BPAIRBLK	BackPacker Air - BLACK	6931747336364	125.00	103.50	92.00
BPAIRBLU	BackPacker Air - BLUE	6931747336371	125.00	103.50	92.00
BPAIRGRN	BackPacker Air - GREEN	6931747336388	125.00	103.50	92.00
BPAIRORG	BackPacker Air - ORANGE	6931747336418	125.00	103.50	92.00
BPAIRPUR	BackPacker Air - PURPLE	6931747336425	125.00	103.50	92.00
BPAIRRED	BackPacker Air - RED	6931747336401	125.00	103.50	92.00
BPAIRTTN	BackPacker Air - TITANIUM	6931747336395	125.00	103.50	92.00
ROADTRIP AIR TRAVEL TRIPOD KIT/SELFIE STICK					
RTAIRBLK	RoadTrip Air - BLACK	6931747336432	175.00	145.13	129.00
RTAIRBLU	RoadTrip Air - BLUE	6931747336449	175.00	145.13	129.00
RTAIRGRN	RoadTrip Air - GREEN	6931747336456	175.00	145.13	129.00
RTAIRORG	RoadTrip Air - ORANGE	6931747336487	175.00	145.13	129.00
RTAIRPUR	RoadTrip Air - PURPLE	6931747336494	175.00	145.13	129.00
RTAIRRED	RoadTrip Air - RED	6931747336470	175.00	145.13	129.00
RTAIRTTN	RoadTrip Air - TITANIUM	6931747336463	175.00	145.13	129.00
GLOBETROTTER AIR TRAVEL TRIPOD KIT/SELFIE STICK					
GTAIRBLK	GlobeTrotter Air - BLACK	6931747336500	225.00	186.75	166.00
GTAIRBLU	GlobeTrotter Air - BLUE	6931747336517	225.00	186.75	166.00
GTAIRGRN	GlobeTrotter Air - GREEN	6931747336524	225.00	186.75	166.00
GTAIRORG	GlobeTrotter Air - ORANGE	6931747336555	225.00	186.75	166.00
GTAIRPUR	GlobeTrotter Air - PURPLE	6931747336562	225.00	186.75	166.00
GTAIRRED	GlobeTrotter Air - RED	6931747336548	225.00	186.75	166.00
GTAIRTTN	GlobeTrotter Air - TITANIUM	6931747336531	225.00	186.75	166.00

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QUICK RELEASE PLATES


PMU25



PMU50

CAT #	DESCRIPTION	EAN	MAP	EDU	DLR NET
FOR BACKPACKER AIR					
PMU25BLK	BackPacker Air Camera Plate - BLACK	6931747303496	\$19.00	\$15.75	\$14.00
PMU25BLU	BackPacker Air Camera Plate - BLUE	6931747303502	19.00	15.75	14.00
PMU25GRN	BackPacker Air Camera Plate - GREEN	6931747303519	19.00	15.75	14.00
PMU25TTN	BackPacker Air Camera Plate - TITANIUM	6931747303540	19.00	15.75	14.00
PMU25RED	BackPacker Air Camera Plate - RED	6931747303557	19.00	15.75	14.00
PMU25ORG	BackPacker Air Camera Plate - ORANGE	6931747303533	19.00	15.75	14.00
PMU25PUR	BackPacker Air Camera Plate - PURPLE	6931747303526	19.00	15.75	14.00
FOR ROADTRIP/GLOBETROTTER					
PMU50BLK	RoadTrip/GlobeTrotter Camera Plate - BLACK	6931747303564	19.00	15.75	14.00
PMU50BLU	RoadTrip/GlobeTrotter Camera Plate - BLUE	6931747303571	19.00	15.75	14.00
PMU50GRN	RoadTrip/GlobeTrotter Camera Plate - GREEN	6931747303588	19.00	15.75	14.00
PMU50TTN	RoadTrip/GlobeTrotter Camera Plate - TITANIUM	6931747303618	19.00	15.75	14.00
PMU50RED	RoadTrip/GlobeTrotter Camera Plate - RED	6931747303625	19.00	15.75	14.00
PMU50ORG	RoadTrip/GlobeTrotter Camera Plate - ORANGE	6931747303601	19.00	15.75	14.00
PMU50PUR	RoadTrip/GlobeTrotter Camera Plate - PURPLE	6931747303595	19.00	15.75	14.00



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 PhottixUS.com

#: P10
 DATE: 9/12/16

INTRODUCTION SCHEDULE	
Dealer Launch	September 12, 2016
Consumer Launch	October 1, 2016
Web Launch	October 1, 2016
Products Available	October 1, 2016

Introducing the Phottix Indra Battery Pack Light Stand Mount!

THE PERFECT WAY TO AFFIX YOUR INDRA500 BATTERY PACK TO A LIGHT STAND.



A must-have accessory for all Indra500 users and something that had been requested since the Indra first hit the market, the Indra Battery Pack Light Stand Mount is the perfect way to keep your battery pack off the ground during location work. Utilizing the included elasticized strap, the Indra 500 Battery Pack is held securely to a mounting bracket. Then, the mounting bracket can be fixed to virtually any light stand via its high-grade aluminum clamp. The clamp itself can open to 30mm and is lined with slip resistant materials, it also features a oversized thumbscrew for fast and easy use.

For more information on the Indra Battery Pack Light Stand Mount and other Phottix products visit www.phottixus.com or contact your MAC Group Regional Business Manager



FEATURE	BENEFIT
High Grade Aluminum Construction	Can stand up to the demands of on location work and travel
30mm Clamp with Non-Slip Lining	Allows the mount to be affixed to virtually any light stand
Oversized Thumb Screw	Speeds up set up and tear down.

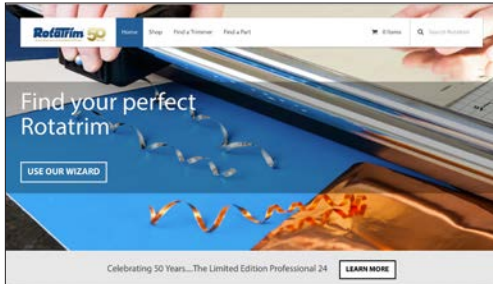
For more information on the Indra Battery Pack Light Stand Mount and other Phottix products visit www.phottixus.com or contact your MAC Group Regional Business Manager.

CAT. #	DESCRIPTION	EAN	MAP	EDU	DLR NET
PH01200	Phottix Indra Battery Pack Light Stand Mount	5901054012009	\$76.95	\$55.00	\$55.00



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BULLETIN #: R02
DATE: 9/12/16



Rotatrim US Website Now LIVE!

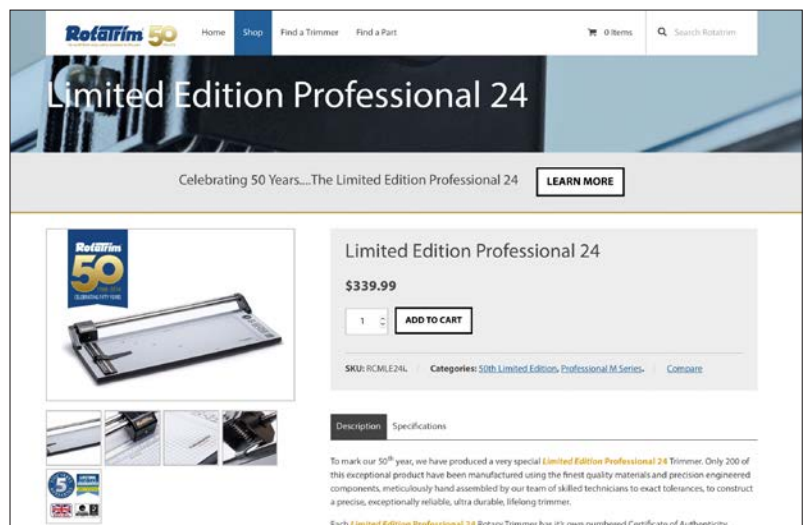
MAC Group is proud to announce the launch of RotatrimUS.com. This new online tool will assist dealers and consumers alike in choosing the right Rotatrim product.

Two important features take RotatrimUS.com to the next level:

- Find Your Perfect Rotatrim Wizard – Highlighted on the home page, this easy to use wizard invites the user to enter their particular needs into a short form for suggestions on a Rotatrim trimmer to meet those particular needs. It's easy to use and easy and assists the user in focusing on the trimmer that will meet their specific needs.
- Find a Part Wizard – Located in the top navigation bar on every page, this wizard assists the user in quickly and easily locating the correct part for each Rotatrim trimmer. This wizard is being expanded on an ongoing basis. More parts for more trimmers will be added in coming weeks to include all available parts for current model trimmers.

RotatrimUS.com is Shopatron enabled allowing our dealers to capitalize on consumers who wish to purchase directly online. Contact your Regional Business Manager for more information on how you can participate in the Shopatron program.

Your comments and questions are welcome. Please contact Brenda Hipsher, Rotatrim Brand Manager at MAC Group. BrendaH@MACgroupUS.com





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BULLETIN #: **S04**
 DATE: **9/12/16**

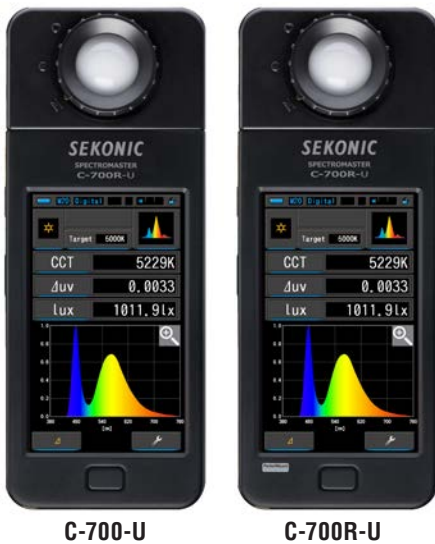
Introduction Schedule	
Dealer Launch	September 12, 2016
Consumer Launch	September 12, 2016
Web Launch	September 12, 2016
Product Availability:	September 12, 2016

Sekonic C-700 and C-700R USA ONLY Models Now Available!

With USA radio frequencies and exclusive 3-year warranty

Earlier this year, Sekonic began phasing in World-Region identified versions of their universally respected products and now they have expanded their program to include USA only versions of the Sekonic C-700 and C-700R Spectro Master Spectrometers.

In the USA, Sekonic meters now features a “-U” in the product name that appears on the body of the meter. The new “U Product” will be packaged in white-on-blue boxes, the reverse of the current style, with a distinctive red, white and blue, printed-in seal indicating the exclusive 3-year USA warranty. UPC codes will also be unique to these products further making them difficult to mistake for similar products sold in other world markets.



C-700-U

C-700R-U

CAT. #	DESCRIPTION	UPC	MAP	EDU	DLR NET
401-702	C-700-U Spectromaster Color Meter	4962294011581	\$1,499.00	\$1,250.00	\$1,250.00
401-703	C-700R-U Spectromaster Color Meter	4962294011840	1,699.00	1,420.00	1,420.00



Packaging for USA



Packaging for Asia, Middle-East



Packaging for Japan, China, Europe, Canada, South America, Others.

INTRODUCTION SCHEDULE

Dealer Launch	September 12, 2016
Consumer Launch	November 1, 2016
Web Launch	November 1, 2016
Product Available	November 15, 2016

Tenba Launches Cineluxe Video Bag Collection

THE TENBA CINELUXE COLLECTION is the first to bring a “doctor bag” style opening to backpacks and a carry-on compatible rolling case, allowing uncompromising filmmakers the quickest possible access to their gear when shooting. The Cineluxe series also includes four shoulder bag sizes and a host of new features, like Tenba’s exclusive Flex-Core™ dividers that are both rigid and flexible.



CAT. #	DESCRIPTION	UPC	MAP	EDU	REGULAR DLR NET	SELECT DLR NET
CINELUXE COLLECTION						
637-501	Cineluxe Shoulder Bag 16 — Black	816779020084	\$169.95	\$135.00	\$120.00	\$108.00
637-502	Cineluxe Shoulder Bag 21 — Black	816779020091	219.95	172.13	153.00	137.70
637-503	Cineluxe Shoulder Bag 21 Hightop — Black	816779020107	239.95	184.50	164.00	147.60
637-504	Cineluxe Shoulder Bag 24 — Black	816779020114	259.95	200.25	178.00	160.20
637-511	Cineluxe Backpack 21 — Black	816779020121	279.95	216.00	192.00	172.80
637-512	Cineluxe Backpack 24 — Black	816779020138	299.95	230.63	205.00	184.50
637-521	Cineluxe Roller 21 — Black	816779020145	359.95	276.75	246.00	221.40

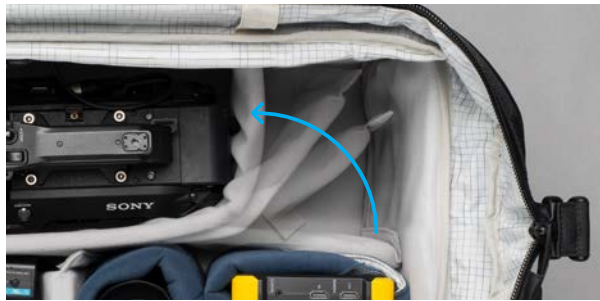
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[Download new product dealer info now](#) or with your dealer login at: www.MACgroupUS.com

- **Fast Doctor Bag Opening** — Extra wide opening allows unobstructed access to gear through one quick zipper down the middle. Camera can be stored with baseplate, microphone and matte box attached.



- **Flex-Core Dividers** — Tenba's exclusive dividers made with aluminum reinforcement are both rigid and flexible, providing a secure separation between cameras and lenses while also being bendable and repositionable.



- **Protective Pouch and Wraps** — Soft padded wraps and zippered pouch protect lenses and delicate accessories and allow them to be safely stored alongside camera rigs to maximize the interior storage space.



- **Small Footprint** — Doctor bag opening ensures bag never takes up more space open than closed — perfect for working in tight spaces. Cases with a flap or cover double their footprint when opened, but Cineluxe bags keep their size.



(Continue on next page)

- **International Airline Carry-on Compatible** — Four of the bags meet most international carry-on regulations.



- **Rigid Protective Shell** — Anodized aluminum bars work together with an internal structure to ensure protection on all sides. Padded top handle is trimmed with genuine leather for improved grip.



- **Lens Pillow and Security Strap** — Included foam lens pillow and camera security strap provide extra stabilization and are easily movable.



- **Shotgun Mic/Accessory Pocket** — Full-length pocket on the front holds shotgun mics, matte box flags, batteries and other accessories.



- **Body Armor Base Panel** — TPU-coated water- and abrasion-resistant base protects the bag from wet and/or dirty surfaces and is easy to wipe clean.



- **Trolley Strap** — Rear strap slides over the extending handle of a rolling case for quick and secure piggyback travel. Bottom mounted straps allow bag to be secured vertically to fit through tight spaces and doorways.





Summary of Changes

CAT.#	DESCRIPTION	MAP	DLR NET	CAT.#	DESCRIPTION	MAP	DLR NET
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Products with M.A.P. and Net Prices

EFFECTIVE SEPTEMBER 12, 2016

Benro

BL75S	75mm Bowl Adapter w/Low Profile Locking Knob Assembly	\$50.00	\$36.50	N
BL100S	100mm Bowl Adapter w/Low Profile Locking Knob Assembly	60.00	44.00	N
FGP18A	FGP18A System Go Plus Aluminum Tripod w/monopod	149.00	110.00	N
FGP18C	FGP18C System Go Plus Carbon Fiber Tripod w/monopod	349.00	258.00	N
FGP28A	FGP28A System Go Plus Aluminum Tripod w/monopod	199.00	147.00	N
FGP28C	FGP28C System Go Plus Carbon Fiber Tripod w/monopod	399.00	295.00	N

Elinchrom

B12000	Godox Battery for Power Inverter	-	250.00	N
CLP150	Godox External Battery Cable	-	64.00	N
LP800X-B	Carrying Bag LP800X	-	31.00	N
LP800X-CH	Charger for LP800X	-	49.00	N
LP800X-RF	Replacement Rubber Feet - Pad	-	0.30	N
LP800X-FEET	Replacement Pads for feet	-	0.30	N

Kupo

KS501311	Junior Combo Boom Stand	359.00	279.00	N
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Light & Motion - Stella

[DOWNLOAD PRICE LIST EXCEL HERE](#)

MeFOTO

BPAIRBLK	BackPacker Air Travel Tripod Kit Black	125.00	92.00	N
BPAIRBLU	BackPacker Air Travel Tripod Kit Blue	125.00	92.00	N
BPAIRGRN	BackPacker Air Travel Tripod Kit Green	125.00	92.00	N
BPAIORRG	BackPacker Air Travel Tripod Kit Orange	125.00	92.00	N
BPAIRPUR	BackPacker Air Travel Tripod Kit Purple	125.00	92.00	N
BPAIRRED	BackPacker Air Travel Tripod Kit Red	125.00	92.00	N
BPAIRTTN	BackPacker Air Travel Tripod Kit Titanium	125.00	92.00	N
GTAIRBLK	Globetrotter Air Travel Tripod Kit Black	225.00	166.00	N
GTAIRBLU	Globetrotter Air Travel Tripod Kit Blue	225.00	166.00	N
GTAIRGRN	Globetrotter Air Travel Tripod Kit Green	225.00	166.00	N
GTAIORRG	Globetrotter Air Travel Tripod Kit Orange	225.00	166.00	N
GTAIRPUR	Globetrotter Air Travel Tripod Kit Purple	225.00	166.00	N
GTAIRRED	Globetrotter Air Travel Tripod Kit Red	225.00	166.00	N
GTAIRTTN	Globetrotter Air Travel Tripod Kit Titanium	225.00	166.00	N
RTAIRBLK	Roadtrip Air Travel Tripod Kit Black	175.00	129.00	N
RTAIRBLU	Roadtrip Air Travel Tripod Kit Blue	175.00	129.00	N
RTAIRGRN	Roadtrip Air Travel Tripod Kit Green	175.00	129.00	N
RTAIRORG	Roadtrip Air Travel Tripod Kit Orange	175.00	129.00	N
RTAIRPUR	Roadtrip Air Travel Tripod Kit Purple	175.00	129.00	N
RTAIRRED	Roadtrip Air Travel Tripod Kit Red	175.00	129.00	N
RTAIRTTN	Roadtrip Air Travel Tripod Kit Titanium	175.00	129.00	N
WAAIRBLK	Walkabout Air Monopod/Selfie Stick Black	65.00	48.00	N

MeFOTO

WAAIRBLU	Walkabout Air Monopod/Selfie Stick Blue	\$65.00	\$48.00	N
WAAIRGRN	Walkabout Air Monopod/Selfie Stick Green	65.00	48.00	N
WAAIORRG	Walkabout Air Monopod/Selfie Stick Orange	65.00	48.00	N
WAAIRPUR	Walkabout Air Monopod/Selfie Stick Purple	65.00	48.00	N
WAAIRRED	Walkabout Air Monopod/Selfie Stick Red	65.00	48.00	N
WAAIRTTN	Walkabout Air Monopod/Selfie Stick Titanium	65.00	48.00	N
PMU25BLK	QR Plate Backpacker Air Black	19.00	14.00	N
PMU25BLU	QR Plate Backpacker Air Blue	19.00	14.00	N
PMU25GRN	QR Plate Backpacker Air Green	19.00	14.00	N
PMU25ORG	QR Plate Backpacker Air Orange	19.00	14.00	N
PMU25PUR	QR Plate Backpacker Air Purple	19.00	14.00	N
PMU25RED	QR Plate Backpacker Air Red	19.00	14.00	N
PMU25TTN	QR Plate Backpacker Air Titanium	19.00	14.00	N
PMU50BLK	QR Plate Roadtrip/Globetrotter Air Black	19.00	14.00	N
PMU50BLU	QR Plate Roadtrip/Globetrotter Air Blue	19.00	14.00	N
PMU50GRN	QR Plate Roadtrip/Globetrotter Air Green	19.00	14.00	N
PMU50ORG	QR Plate Roadtrip/Globetrotter Air Orange	19.00	14.00	N
PMU50PUR	QR Plate Roadtrip/Globetrotter Air Purple	19.00	14.00	N
PMU50RED	QR Plate Roadtrip/Globetrotter Air Red	19.00	14.00	N
PMU50TTN	QR Plate Roadtrip/Globetrotter Air Titanium	19.00	14.00	N

Phottix

PH01200	INDRA Battery Pack Light Stand Mount	76.95	55.00	N
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Sekonic

401-702	C-700-U Spectromaster Color Meter	1,499.00	1,250.00	N
401-703	C-700R-U Spectromaster Color Meter	1,699.00	1,420.00	N

Tenba

637-501	Cineluxe Shoulder Bag 16 — Black	169.95	120.00	N
637-502	Cineluxe Shoulder Bag 21 — Black	219.95	153.00	N
637-503	Cineluxe Shoulder Bag 21 Hightop — Black	239.95	164.00	N
637-504	Cineluxe Shoulder Bag 24 — Black	259.95	178.00	N
637-511	Cineluxe Backpack 21 — Black	279.95	192.00	N
637-512	Cineluxe Backpack 24 — Black	299.95	205.00	N
637-521	Cineluxe Roller 21 — Black	359.95	246.00	N

Discontinued Products

EFFECTIVE SEPTEMBER 12, 2016

MeFOTO

A0320Q00A	MeFOTO Daytrip Travel Tripod Kit Gold	99.00	73.00	D
A0320Q00B	MeFOTO Daytrip Travel Tripod Kit Blue	99.00	73.00	D
A0320Q00C	MeFOTO Daytrip Travel Tripod Kit Orange	99.00	73.00	D
A0320Q00E	MeFOTO Daytrip Travel Tripod Kit Chocolate	99.00	73.00	D
A0320Q00G	MeFOTO Daytrip Travel Tripod Kit Green	99.00	73.00	D
A0320Q00H	MeFOTO Daytrip Travel Tripod Kit Hot Pink	99.00	73.00	D
A0320Q00K	MeFOTO Daytrip Travel Tripod Kit Black	99.00	73.00	D
A0320Q00P	MeFOTO Daytrip Travel Tripod Kit Purple	99.00	73.00	D
A0320Q00R	MeFOTO Daytrip Travel Tripod Kit Red	99.00	73.00	D
A0320Q00T	MeFOTO Daytrip Travel Tripod Kit Titanium	99.00	73.00	D
A0320Q00W	MeFOTO Daytrip Travel Tripod Kit Hot White	99.00	73.00	D



Summary of Changes

CAT.#	DESCRIPTION	MAP	DLR NET	CAT.#	DESCRIPTION	LIST	EDU
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Discontinued Products [CONTINUED] EFFECTIVE SEPTEMBER 12, 2016

MeFOTO

A0320Q00Y	MeFOTO Daytrip Travel Tripod Kit Hot Yellow	\$99.00	\$73.00	D
A0350Q0A	MeFOTO Backpacker Travel Tripod Kit Gold	149.00	110.00	D
A0350Q0E	MeFOTO Backpacker Travel Tripod Kit Chocolate	149.00	110.00	D
A0350Q0H	MeFOTO Backpacker Travel Tripod Kit Hot Pink	149.00	110.00	D
A0350Q0W	MeFOTO Backpacker Travel Tripod Kit White	149.00	110.00	D
A0350Q0Y	MeFOTO Backpacker Travel Tripod Kit Yellow	149.00	110.00	D
A1350Q1A	MeFOTO Roadtrip Travel Tripod Kit Gold	199.00	147.00	D
A1350Q1E	MeFOTO Roadtrip Travel Tripod Kit Chocolate	199.00	147.00	D
A1350Q1H	MeFOTO Roadtrip Travel Tripod Kit Hot Pink	199.00	147.00	D
A1350Q1W	MeFOTO Roadtrip Travel Tripod Kit White	199.00	147.00	D
A1350Q1Y	MeFOTO Roadtrip Travel Tripod Kit Yellow	199.00	147.00	D
A35WA	WalkAbout Monopod/Walking Stick Gold	59.00	43.50	D
A35WB	WalkAbout Monopod/Walking Stick Blue	59.00	43.50	D
A35WC	WalkAbout Monopod/Walking Stick Orange	59.00	43.50	D
A35WE	WalkAbout Monopod/Walking Stick Chocolate	59.00	43.50	D
A35WG	WalkAbout Monopod/Walking Stick Green	59.00	43.50	D
A35WH	WalkAbout Monopod/Walking Stick Hot Pink	59.00	43.50	D
A35WK	WalkAbout Monopod/Walking Stick Black	59.00	43.50	D
A35WP	WalkAbout Monopod/Walking Stick Purple	59.00	43.50	D
A35WR	WalkAbout Monopod/Walking Stick Red	59.00	43.50	D
A35WT	WalkAbout Monopod/Walking Stick Titanium	59.00	43.50	D
A35WW	WalkAbout Monopod/Walking Stick White	59.00	43.50	D
A35WY	WalkAbout Monopod/Walking Stick Hot Yellow	59.00	43.50	D

Products with LIST and EDU Prices

EFFECTIVE SEPTEMBER 12, 2016

Benro

BL75S	75mm Bowl Adapter w/Low Profile Locking Knob Assembly	\$65.00	\$41.06	N
BL100S	100mm Bowl Adapter w/Low Profile Locking Knob Assembly	78.00	49.50	N
FGP18A	FGP18A System Go Plus Aluminum Tripod w/monopod	193.70	123.75	N
FGP18C	FGP18C System Go Plus Carbon Fiber Tripod w/monopod	453.70	290.25	N
FGP28A	FGP28A System Go Plus Aluminum Tripod w/monopod	258.70	165.38	N
FGP28C	FGP28C System Go Plus Carbon Fiber Tripod w/monopod	518.70	331.88	N

Elinchrom

B12000	Godox Battery for Power Inverter	250.00	N
CLP150	Godox External Battery Cable	64.00	N
LP800X-B	Carrying Bag LP800X	31.00	N
LP800X-CH	Charger for LP800X	49.00	N
LP800X-RF	Replacement Rubber Feet - Pad	0.30	N
LP800X-FEET	Replacement Pads for feet	0.30	N

Kupo

KS501311	Junior Combo Boom Stand	279.00	N
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Light & Motion - Stella

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MeFOTO

BPAIRBLK	BackPacker Air Travel Tripod Kit Black	184.00	103.50	N
BPAIRBLU	BackPacker Air Travel Tripod Kit Blue	184.00	103.50	N
BPAIRGRN	BackPacker Air Travel Tripod Kit Green	184.00	103.50	N
BPAIORG	BackPacker Air Travel Tripod Kit Orange	184.00	103.50	N
BPAIRPUR	BackPacker Air Travel Tripod Kit Purple	184.00	103.50	N
BPAIRRED	BackPacker Air Travel Tripod Kit Red	184.00	103.50	N
BPAIRTTN	BackPacker Air Travel Tripod Kit Titanium	184.00	103.50	N
GTAIRBLK	Globetrotter Air Travel Tripod Kit Black	332.00	186.75	N
GTAIRBLU	Globetrotter Air Travel Tripod Kit Blue	332.00	186.75	N
GTAIRGRN	Globetrotter Air Travel Tripod Kit Green	332.00	186.75	N
GTAIORG	Globetrotter Air Travel Tripod Kit Orange	332.00	186.75	N
GTAIRPUR	Globetrotter Air Travel Tripod Kit Purple	332.00	186.75	N
GTAIRRED	Globetrotter Air Travel Tripod Kit Red	332.00	186.75	N
GTAIRTTN	Globetrotter Air Travel Tripod Kit Titanium	332.00	186.75	N
RTAIRBLK	Roadtrip Air Travel Tripod Kit Black	258.00	145.13	N
RTAIRBLU	Roadtrip Air Travel Tripod Kit Blue	258.00	145.13	N
RTAIRGRN	Roadtrip Air Travel Tripod Kit Green	258.00	145.13	N
RTAIORG	Roadtrip Air Travel Tripod Kit Orange	258.00	145.13	N
RTAIRPUR	Roadtrip Air Travel Tripod Kit Purple	258.00	145.13	N
RTAIRRED	Roadtrip Air Travel Tripod Kit Red	258.00	145.13	N
RTAIRTTN	Roadtrip Air Travel Tripod Kit Titanium	258.00	145.13	N
WAAIRBLK	Walkabout Air Monopod/Selfie Stick Black	96.00	54.00	N



PhotoVideoEDU Summary of Changes

CAT.#	DESCRIPTION	LIST	EDU	CAT.#	DESCRIPTION	LIST	EDU
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Products with LIST and EDU Prices

[CONTINUED]

EFFECTIVE SEPTEMBER 12, 2016

MeFOTO

WAAIRBLU	Walkabout Air Monopod/Selfie Stick Blue	\$96.00	\$54.00	N
WAAIRGRN	Walkabout Air Monopod/Selfie Stick Green	96.00	54.00	N
WAAIRORG	Walkabout Air Monopod/Selfie Stick Orange	96.00	54.00	N
WAAIRPUR	Walkabout Air Monopod/Selfie Stick Purple	96.00	54.00	N
WAAIRRED	Walkabout Air Monopod/Selfie Stick Red	96.00	54.00	N
WAAIRTTN	Walkabout Air Monopod/Selfie Stick Titanium	96.00	54.00	N
PMU25BLK	QR Plate Backpacker Air Black	28.00	15.75	N
PMU25BLU	QR Plate Backpacker Air Blue	28.00	15.75	N
PMU25GRN	QR Plate Backpacker Air Green	28.00	15.75	N
PMU25ORG	QR Plate Backpacker Air Orange	28.00	15.75	N
PMU25PUR	QR Plate Backpacker Air Purple	28.00	15.75	N
PMU25RED	QR Plate Backpacker Air Red	28.00	15.75	N
PMU25TTN	QR Plate Backpacker Air Titanium	28.00	15.75	N
PMU50BLK	QR Plate Roadtrip/Globetrotter Air Black	28.00	15.75	N
PMU50BLU	QR Plate Roadtrip/Globetrotter Air Blue	28.00	15.75	N
PMU50GRN	QR Plate Roadtrip/Globetrotter Air Green	28.00	15.75	N
PMU50ORG	QR Plate Roadtrip/Globetrotter Air Orange	28.00	15.75	N
PMU50PUR	QR Plate Roadtrip/Globetrotter Air Purple	28.00	15.75	N
PMU50RED	QR Plate Roadtrip/Globetrotter Air Red	28.00	15.75	N
PMU50TTN	QR Plate Roadtrip/Globetrotter Air Titanium	28.00	15.75	N

Phottix

PH01200	INDRA Battery Pack Light Stand Mount		55.00	N
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Sekonic

401-702	C-700-U Spectromaster Color Meter	2,000.00	1,250.00	N
401-703	C-700R-U Spectromaster Color Meter	2,272.00	1,420.00	N

Tenba

637-501	Cineluxe Shoulder Bag 16 — Black	240.00	135.00	N
637-502	Cineluxe Shoulder Bag 21 — Black	306.00	172.13	N
637-503	Cineluxe Shoulder Bag 21 Hightop — Black	328.00	184.50	N
637-504	Cineluxe Shoulder Bag 24 — Black	356.00	200.25	N
637-511	Cineluxe Backpack 21 — Black	384.00	216.00	N
637-512	Cineluxe Backpack 24 — Black	410.00	230.63	N
637-521	Cineluxe Roller 21 — Black	492.00	276.75	N