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MARCH 2017

[WHAT'S NEW WHAT'S HOT]



 **elinchrom**[®]

ELB 1200
NEW FLASHHEADS
NEW ELB 1200 TO GO KITS
DEEP UMBRELLAS

KAISER
FOTOTECHNIK

SLIMLITE PLANO LED LIGHTBOX

Phottix[®]

DEALER/CONSUMER
MITROS+ PROMO

Rotatrim[®]

SELF HEALING CUTTING MATS
STRAIGHT EDGES




SEKONIC[®]

SPEEDMASTER L-858D-U
WIRELESS MODULES FOR
ELINCHROM, PHOTTIX &
POCKETWIZARD

DEALER PROMOTIONS

BRAND	EFFECTIVE DATES	CAT. #	DESCRIPTION	OFFER
 	3/15/17-5/31/17	See Bulletin P03	Promotional Dealer NET	Dealers will receive Promotional Dealer Net on purchases of Phottix Mitros+ Speed Lights and Portrait Anywhere Kits. Refer to Bulletin P03.
	10/1/16-3/31/17	See Bulletin E09	Special Price Godox LP800X	Dealers: Buy an Elinchrom ELC PRO HD Kit*, BRX Kit* or D-lite 4 Kit* at regular price, and get the Godox LP800X portable power inverter for only \$399.00! Normal dealer net is \$640.00! Refer to Bulletin E09.

CONSUMER PROMOTIONS

BRAND	EFFECTIVE DATES	CAT. #	DESCRIPTION	OFFER
 	3/1/17-5/31/17	See Bulletin P03	Instant Rebate	Consumers receive up to \$300 INSTANT rebate on purchase Mitros+ Portrait Anywhere Kits and Speed Lights. Refer to Bulletin P03.
	10/1/16-3/31/17	See Bulletin E09	Special Price Godox LP800X	Consumers who purchase select Elinchrom Kits may purchase Godox LP800X Battery at Special Price \$499 Refer to Bulletin E09.



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B03
 DATE: 3/01/17

Schedule
Effective Immediately

Price Drop and Consolidation of Benro Travel Angel

To focus on the top selling SKUs, we are consolidating the Travel Angel collection. In addition we are introducing new lower pricing on our most popular models to make Travel Angel even more competitive.

THE FOLLOWING TRAVEL ANGEL TRIPODS WILL HAVE A PRICE REDUCTION:

CAT #	DESCRIPTION	EAN CODE/UPC	NEW MAP	NEW DLR NET
FTA28CV1	Travel Angel 9X CF Series 2 Tripod, 4 Section, Twist Lock, V1 Head, Monopod Conversion	6931747334964	\$399.00	\$299.00
FTA18CV0	Travel Angel 9X CF Series 1 Tripod Kit, 4 Section, Twist Lock, V0 Head, Monopod Conversion	6931747334995	349.00	261.00
FTA28AB1	Travel Angel AL Series 2 Tripod Kit, 4 Section, Twist Lock, B1 Head, Monopod Conversion	6931747335015	249.00	186.00
FTA18AB0	Travel Angel AL Series 1 Tripod Kit, 4 Section, Twist Lock, B0 Head, Monopod Conversion	6931747335008	199.00	149.00

THE FOLLOWING TRAVEL ANGEL TRIPODS ARE BEING DISCONTINUED:

Purchase Orders for the products below will continue to be accepted until there is no inventory.

CAT #	DESCRIPTION	EAN CODE/UPC
FTA18CC	Travel Angel 9X CF Series 1 Tripod, 4 Section, Twist Lock, Monopod Conversion	6931747335022
FTA28CC	Travel Angel 9X CF Series 2 Tripod, 4 Section, Twist Lock, Monopod Conversion	6931747335039
FTA19CV0	Travel Angel 9X CF Series 1 Tripod Kit, 5 Section, Twist Lock, V0 Head, Monopod Conversion	6931747334988
FTA29CV1	Travel Angel 9X CF Series 2 Tripod Kit, 5 Section, Twist Lock, V1 Head, Monopod Conversion	6931747334971

[Download new pricelist](#)

INTRODUCTION SCHEDULE	
Dealer Launch	March 1, 2017
Consumer Launch	April 1, 2017
Web Launch	April 1, 2017
Products Available	In Stock Now!

New and Improved: Elinchrom Deep Umbrellas!

Elinchrom's most versatile line of umbrellas to date..

When it comes to light modifiers, umbrellas are renowned for their ease and speed of use. However, not all umbrella systems are equal. Elinchrom's collection of newly updated Deep Umbrellas combine innovative design with carefully selected, high-quality materials to deliver an affordable, unsurpassed lighting affect.

All Elinchrom Deep Umbrellas are manufactured using 16 individual fiberglass rods, which help it maintain a perfect circular shape. By simply adjusting the position of the umbrella in the lighting fixture the control of the light spread is enhanced by its deep shape.

In addition, these umbrellas can be transformed into "fold-up" softboxes by adding either the optional diffuser or reflector.

Elinchrom Deep Umbrellas are available in three varieties:

All Deep Umbrellas Features:

- Utilizes 16 fiberglass rods to maintain a consistent circular shape
- Deep shape offers total control of the light spread
- Includes portable umbrella sleeve
- Add an optional diffuser for versatility

Umbrella Deep White 41" (105 cm) or 49" (125 cm)

The White Umbrella is often chosen for its slightly warmer tones and how it provide a softer transition into shadows.



Umbrella Deep Translucent 41" (105 cm) or 49" (125 cm)

The Translucent Umbrella can be used traditionally or as a shoot-through solution. The difference between the two can easily be seen in the catch-light of any reflective surface. It provides a wider spread of light, evenly filling a broad area.



Umbrella Deep Silver 41" (105 cm) or 49" (125 cm)

The Silver Umbrella offers a more crisp light, and is often chosen to provide greater specularly in highlights and texture in details.



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Also Available - Optional Diffusers

Translucent Diffuser for Deep Umbrellas 41" (105 cm) or 49" (125 cm)

When using the Deep Silver or White Umbrella, the optional translucent diffuser delivers the lighting effect of an indirect softbox. The white interior of the White umbrella will create slightly warmer and softer shadow transitions. When using the Deep Translucent umbrella, the translucent diffuser offers the lighting effect of a large light dome.



Black Diffuser (Silver Reflector) for Deep Umbrella 41" (105 cm) or 49" (125 cm)

The Black Diffuser (silver reflector) offers the lighting effect of a direct softbox with a single diffuser.



CAT #	DESCRIPTION	EAN CODE/UPC	MAP	EDU	DLR NET
EL26356	Umbrella Deep White 41"	7630006319535	\$106.95	\$81.25	\$81.25
EL26355	Umbrella Deep Translucent 49"	7630006319528	127.95	97.25	97.25
EL26354	Elinchrom Umbrella Deep Translucent 41"	7630006319511	96.95	73.25	73.25
EL26353	Umbrella Deep Silver 49"	7630006319504	136.95	104.50	104.50
EL26352	Umbrella Deep Silver 41"	7630006319498	106.95	81.25	81.25
EL26761	Translucent Diffuser for Deep 41"	7630006319993	32.95	24.50	24.50
EL26357	Umbrella Deep White 49"	7630006319542	139.95	105.75	105.75
EL26763	Black Diffuser for Deep 41"	7630006320012	47.95	36.50	36.50
EL26764	Black Diffuser for Deep 49"	7630006320029	52.95	40.25	40.25
EL26762	Translucent Diffuser for Deep 49"	7630006320005	42.95	32.50	32.50

For more information Elinchrom's series of Deep Umbrella and other Elinchrom products visit www.elinchrom.com or contact your MAC Group Regional Business Manager

INTRODUCTION SCHEDULE	
Dealer Announcement	March 1, 2017
Consumer Launch	TBD
Web Launch	TBD
Products Available	TBD

New Elinchrom ELB 1200 Battery Pack

The Elinchrom ELB 1200 is a revolution in portability and weather resistance, making this battery pack the ideal power-tool for the most adventurous photographers. Its robust practical design with large OLED display makes the control of its many functions simply intuitive, offering the most creative options whilst leaving your mind free to play. Light in weight yet rich in performance, the ELB is built to deliver more. Faster recycling with more flashes per battery, a larger power range with shorter flash durations and better control of color.

But power is nothing without control. The integrated wireless Skyport™ system provides this and seamless synchronization, always keeping you and your camera at the heart of your photography.

Features:

- 1200 watt seconds
- 8.5 Stops of Power
- 1.7 Seconds Recycle Time in Fast Mode / 3 Seconds in Default Mode
- 4.3kg/ 9.48 lb with Li-Ion Battery Air
- 2 Outlets A + B with 2:1 (66%:33%) asymmetry and 1:1 (50%:50%) options.
- LED illuminated outlets, show which head is active.
- Each connected head can be activated or deactivated separately using the A and B buttons.
- Head recognition, shows if a Pro, Hi-Sync, Action head is connected.
- Automatically displays the flash duration of each head at all power levels.
- Elinchrom Creative Suite with strobo, delayed and sequence features.
- Even better color and flash duration consistency.
- USB for firmware updates.



CAT #	DESCRIPTION
EL10289.1	ELB 1200 with battery
EL10288.1	ELB 1200 without battery

LI-ION BATTERIES

Battery Air 90 Wh

The unit comes with a high performance 90 Wh Battery Air, designed to travel safe and light. The battery offers 215 flashes or 80 min. of video from one full charge, at 1200 ws or full power LED. A complete ELB 1200 with battery is allowed as carry-on baggage for travelling by Air with one spare battery and cover.



Battery HD 144 Wh

The 144 Wh Battery is a real power-house for studio and on-location use, giving about 400 full power flashes or around 120 min. of video from one full battery charge.

COMMON BATTERY FEATURES

- The new weather resistant battery release mechanism exchanges batteries in seconds.
- The complete Pack is protected from humidity and dust when the battery is connected.
- Battery box cover for safe transportation with a simple indicator showing charged or discharged batteries.
- USB socket to charge mobile devices safely.
- Shipping mode feature; deactivates the battery when travelling.
- Battery charge level indicator.



For more information Elinchrom's series of ELB 1200 Battery Pack and other Elinchrom products visit www.elinchromus.com or contact your MAC Group Regional Business Manager

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SPECIFICATIONS

Flash capacity (Ws/J)	1200
Power distribution	Asymmetrical 2:1 or symmetrical
F-Stop (1m, 100 ISO, reflector 48°) ELB 1200 Pro	100%: 128
F-Stop (1m, 100 ISO, reflector 48°) ELB 1200 Action	100%: 90.6
F-Stop (1m, 100 ISO, reflector 48°) ELB 1200 Hi-Sync	100%: 128
Power range F-stop	8.5
Power range ws / J	100%: 14 – 1200 / 50%: 7 – 600 / 66%: 14 – 791 / 33%: 7 - 396
Power increments in F-Stop	Dial: 1/10 – left/right buttons 1 F-Stop
Best flash duration t0.5 max. power ELB 1200 Action	1/8850 s at 33%, power setting 4.7
Recycling FAST to full power, in s	1.7
Recycling DEFAULT, to full power in s	3
Recycling ECO to full power, in s	6
Color temperature in K° at max. power	5500
Auto Power Dumping	Adjusts power settings automatically
Power stability	+/- 0.03 %
Modeling lamp modes	On, free, prop, timer 1-60 s, VFC, dimmer 5-100%
Flashes out of one charged battery at min. max. power	20000 / 215 (Li-Ion Battery Air, included) 36000 / 400 (Li-Ion Battery HD, optional)
LED run time 1 / 2 heads	up to 80 / 40 min. (Li-Ion Battery Air, Included) up to 120 / 60 min. (Li-Ion Battery HD, optional)
Li-Ion Battery Air (included)	36V / 2.5 Ah / 90 Wh
Li-Ion Battery HD (optional)	36V / 4.0 Ah 144 Wh
Battery Box options	USB charge socket for mobile devices: 5V max. 1 Amp., shipping mode setting, battery charge status with 4 LED's
Charger : approx. recharge time in h	1.5 (Li-Ion Battery Air, included) 2.5 (Li-Ion Battery HD, optional)
EL-Skyport	Built-in, 20 frequency channels, 4 groups
Sync voltage	5V compatible with all cameras
Sync socket	3.5 mm jack
Dimensions in cm, complete unit including handle & battery box / without battery box (WxDxH)	18x13x28 / 18x13x22
Dimensions in cm Battery Box (WxDxH)	18x13x7.5
Weight in kg, without Battery Box / complete unit	3.2 (6.8 lbs) / 4.3 (9.48 lbs) (Li-Ion Battery Air, included)
Weight in kg, Battery Box	1.1 (2.4 lbs) (Li-Ion Battery Air, included) 1.5 (3.3 lbs) (Li-Ion Battery HD, optional)
Supplied with	ELB1200, battery box, quick charger, sync cable

Note: The Li-Ion battery will give slightly more flashes when used with a slower recycling time

INTRODUCTION SCHEDULE	
Dealer Announcement	March 1, 2017
Consumer Launch	TBD
Web Launch	TBD
Products Available	TBD

Introducing the Elinchrom ELB 1200 To Go Kits

ELB 1200 Pro To Go

This Pro set is the versatile option. The flash duration is very good and delivers sharp images. The Location bag is designed with the photographer in mind, made out of durable nylon and YKK zippers, this is the ideal solution to fit portable flash such as the ELB 1200.

KIT CONFIGURATION

- 1x** ELB 1200 Supplied with Li-Ion battery, charger, sync cord
- 1x** ELB 1200 Pro Head Supplied with 4 m flash cable and protective cap
- 1x** Reflector 16 cm / 90°
- 1x** Snappy carrying option with shoulder strap
- 1x** Skyport Transmitter Plus
- 1x** ProTec Location bag



CAT #	DESCRIPTION
EL10304.1	ELB 1200 Pro To Go
EL10305.1	ELB 1200 Hi-Sync To Go
EL10306.1	ELB 1200 Pro To Roll
EL10307.1	ELB 1200 Hi-Sync To Roll

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ELB 1200 Hi-Sync To Go

The Hi-Sync set is optimised to freeze motion, overpower the sun, darken backgrounds and use wider apertures with higher shutter speeds, using the optional Skyport transmitter Plus HS for Canon®, Nikon®, Sony®, Olympus® and Panasonic®. The Skyport Transmitter Plus HS is not part of this set and must be ordered separately.

KIT CONFIGURATION

- 1x** ELB 1200 Supplied with Li-Ion Battery, charger, sync cord
- 1x** ELB 1200 Hi-Sync Head Supplied with 4m flash cable and protective cap
- 1x** Reflector 16 cm / 90°
- 1x** Snappy carrying option with shoulder strap
- 1x** ProTec Location bag



ELB 1200 Pro To Roll

This Pro set includes our rolling case allowing you to pack more equipment when travelling over long distances. It includes also a 2-in-1 umbrella with removable cover and a grid reflector for additional lighting control.

KIT CONFIGURATION

- 1x** ELB 1200 Supplied with Li-Ion battery, charger, sync cord
- 1x** ELB 1200 Pro Head Supplied with 4 m flash cable and protective cap
- 1x** Grid Reflector 18 cm / 70° with 30° Grid
- 1x** Snappy carrying option with shoulder strap
- 1x** Umbrella shallow white/translucent 85 cm
- 1x** Skyport Transmitter Plus
- 1x** ProTec Rolling case



ELB 1200 Hi-Sync To Roll

This Hi-Sync set includes our rolling case allowing you to pack more equipment when travelling over long distances. It includes also a 2-in-1 umbrella with removable cover and a grid reflector for additional lighting control. The Skyport Transmitter Plus HS for either Canon®, Nikon®, Sony®, Olympus® or Panasonic® is not part of this set and must be ordered separately.



KIT CONFIGURATION

- 1x** ELB 1200 Supplied with Li-Ion battery, charger, sync cord
- 1x** ELB 1200 Hi-Sync Head Supplied with 4 m flash cable and protective cap
- 1x** Grid Reflector 18 cm / 70° with 30° Grid
- 1x** Snappy carrying option with shoulder strap
- 1x** Umbrella shallow white/translucent 85 cm
- 1x** ProTec Rolling case

INTRODUCTION SCHEDULE	
Dealer Announcement	March 1, 2017
Consumer Launch	TBD
Web Launch	TBD
Products Available	TBD

Introducing the Elinchrom 1200 Flashheads

The three brand-new ELB 1200 heads offer lightweight robust aluminum construction and a bright dimmable daylight 92 CRI LED modelling lamp for photo and video. The new short glass dome makes the head more compact and protects the flashtube and the LED. Optionally the cooling fan can be switched to silent mode for video use. All in one, for stills and video use. It's just so easy.

WHICH ELB 1200 HEAD DO I NEED?



ELB 1200 PRO

ELB 1200 Pro

Universal use

ELB 1200 Hi-Sync

Freeze action and control ambient light at up to 1/8000s with the EL-Skyport Transmitter HS.

ELB 1200 Action

Freeze motion with very short flash durations at normal shutter speeds



ELB 1200 HI-SYNC

ELB 1200 FLASHHEADS PRO, HI-SYNC, ACTION

- New robust aluminum housing with ergonomic carrying and positioning handle.
- Ultra-bright daylight LED modelling lamp for video and still photography.
- The cooling fan can be deactivated, when used in video mode.
- Programmable 50 W (equivalent to 250 W Halogen / 4000 Lumens) daylight 92 CRI LED modelling lamp with timer and on, free, prop, and VFC options.
- New ultra-strong metal tilt-head with extra 8 mm umbrella fitting.
- New centered umbrella tube for 7 mm umbrella shafts.
- Four metre heavy duty flash cable.



ELB 1200 ACTION

CAT #	DESCRIPTION
EL20187	ELB 1200 PRO HEAD
EL20188	ELB 1200 HS HEAD
EL20189	ELB 1200 ACTION HEAD

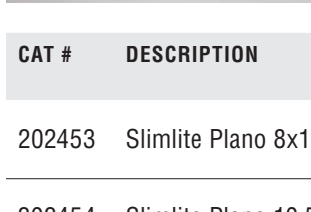
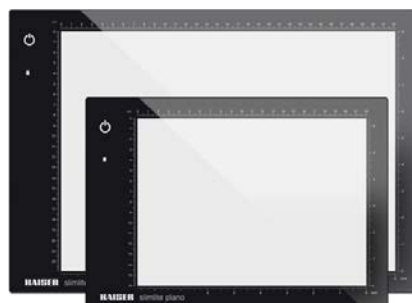
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SPECIFICATIONS

ELB 1200 heads	ELB 1200 Pro	ELB 1200 Hi-Sync	ELB 1200 Action
Article Number	20187	20188	20189
Flash capacity (Ws/J)	1200		
F-Stop (2 and 1m, 100 ISO, 48° reflector)	100%: 64.0 / 128.0 66%: 45.4 / 90.4 50%: 45.0 / 90.0 33%: 32.4 / 64.4	100%: 64.0 / 128.0 66%: 45.4 / 90.4 50%: 45.0 / 90.0 33%: 32.4 / 64.4	100%: 45.6 / 90.6 66%: 45.0 / 90.0 50%: 32.6 / 64.6 33%: 32.0 / 64.0
Compatible power pack	ELB 1200		
Flash duration in s at max. power, in s t0.5	100%: 1/1280 66%: 1/1720 50%: 1/2130 33%: 1/2860	Optimized for HS	100%: 1/2360 66%: 1/3220 50%: 1/4350 33%: 1/6060
Flash duration in s at min. power, in s, t0.5	100%: 1/1640 66%: 1/1670 50%: 1/2400 33%: 1/2220	Optimized for HS	100%: 1/3400 66%: 1/3120 50%: 1/5080 33%: 1/4850
Best flash duration, in s t0.5	33% Output B at 4.4 / 140 Ws 1/5050	Optimized for HS	33% Output B at 4.7 / 172 Ws 1/8850
Color temperature K° max. power	5500		
Color temperature variation	+/- 0.03%		
LED modelling lamp options	On, free, prop, timer, VFC		
LED modelling lamp in Watt / Lumens	50 W, dimmable LED (equivalent to 250 W), 4000 Lumens, daylight		
LED CRI	92		
LED run time 1 / 2 heads	up to 80 / 40 min. (Li-Ion Battery Air, Included) up to 120 / 60 min. (Li-Ion Battery HD, optional)		
Flashtube No., plug-in user replaceable	24084	24089	24085
Glass dome No.	24930 (transparent)		
Ventilation	Cooling fan with on/off switch for silent video mode		
Umbrella fitting	Centered 7 mm tube and tilt head with 8 mm umbrella fixing		
Tilt head adapter for tripods	5/8" standard		
Dimensions in cm (LxWxH) max. / min.	22.5x14x23.1 / 16.8x14x19 (without glass dome, tilthead folded)		
Weight in kg (lbs), head with 4m cable	2.2 (4.85 lbs)		
Supplied with	4m cable, flashtube, LED modelling lamp, protective cap, glass dome		

For more information Elinchrom's series of 1200 Flashheads and other Elinchrom products visit www.elinchromus.com or contact your MAC Group Regional Business Manager.

Introduction Schedule	
Pre Order	February 27, 2017
Dealer Launch	March 1, 2017
Consumer Launch	March 1, 2017
Website Launch	March 1, 2017
Product Availability	March 20, 2017



Introducing: The New Super Thin Kaiser Slimlite Plano LED Light Box

At only 8mm thick, Kaiser's new light boxes are not "boxes" at all! They are flat as a pancake and feature perfect specifications for viewing, sorting and digitizing slides and other transparent originals. Their superior performance with respect to color rendition and uniform illumination are combined with compact design, various power supply possibilities and adjustable brightness.

Available in two different models with illuminated areas of 8.7 x 6.3 in and 12.6 x 9.0 in. Choose from three options for the power supply: built-in lithium-ion battery, USB cable/charging adapter included, or the USB cable using a power bank, computer etc.

The 5000 Kelvin color temperature at 88 CRI provides precise color rendition for inspection and photographic reproduction of originals. A short touch of the switch activates the light source, a longer touch changes brightness continuously.

Features & Benefits

LED Illuminated Surface provides even edge-to-edge light to ensure that slides and negatives are clearly visible for sorting, viewing, and organization.

Battery Powered with USB Charging Capability makes it perfect for on-location reviews with clients or for table-top use in dark-rooms and classrooms.

Metric and Imperial measurements along the illuminated area provide accurate references for slide mounting and negative trimming.

Up to 6 hours of battery life makes this the perfect tool for long projects away from the darkroom.

5000 Kelvin color temperature provides accurate color-rendition of negatives and slides to assist in proper evaluation of the image during the sorting and review process.

For more information contact Brenda Hipsher, BrendaH@MACgroupUS.com

Learn more about Kaiser products at KaiserFotoUS.com

CAT #	DESCRIPTION	EAN	LIST	EDU	DLR NET
202453	Slimlite Plano 8x11 LED Lightbox	4001072024532	\$159.99	\$88.88	\$79.00
202454	Slimlite Plano 10.5x15.5 LED Lightbox	4001072024549	239.99	133.88	119.00

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



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#: P03
 DATE: 3/01/17

Instant Rebate Schedule	
Instant Rebate Start	March 15, 2017
Instant Rebate End	May 31, 2017

For a Limited Time Only, Promotional Dealer Net and Instant Rebate on all Phottix Mitros+ and Portrait Anywhere Kits

From March 15 to May 31, 2017, Phottix will be offering promotional Dealer Net pricing AND an Instant Rebate on all Phottix Mitros+ Speed Lights and Phottix Portrait Anywhere Kits. This now makes it even easier to introduce your customers to the award-winning system of Phottix speed lights and wireless flash triggers.

Promotional Dealer Net – Refer to the chart below for the Promotional Dealer Net Offers on Mitros+ and Portrait Anywhere Kits.

Instant Rebate Offer – Rebate Savings are listed in chart below.

This promotion is also PhotoVideoEDU eligible.

Just a reminder that while it is necessary to follow MAP policy on the products you may show online rebates as part of the product listing.

The Offer may be shown one of two ways:

Example #1

Display the MAP Price, less the Instant Rebate, the After Rebate Price and include the expiration date of the rebate as show below:

Mitros+ Portrait Anywhere Kit (PH80409)	\$1,399.00.00
Instant Rebate	\$300.00
Price After Rebate	\$1,099.00
Instant Rebate offer expires	5/31/17

Example #2

Or, show only the After Rebate Price, and we suggest displaying the Instant Rebate amount and the expiration date of the rebate as shown below:

PH80409 Mitros+ Portrait Anywhere Kit	\$1,099.00
Price Includes	\$300.00 Online Rebate
Instant Rebate offer expires	5/31/17



CAT. #	DESCRIPTION	MAP	PROMO MAP	REBATE AMOUNT	DLR NET	PROMO DLR NET
PH80371	Mitros+ TTL Transceiver Speedlight for Canon	\$399.00	\$299.00	\$100.00	\$291.50	\$219.00
PH80372	Mitros+ TTL Transceiver Speedlight for Nikon	399.00	299.00	100.00	291.50	219.00
PH80384	Mitros+ TTL Transceiver Speedlight for Sony	399.00	299.00	100.00	291.50	219.00
PH80409	Phottix Portrait Anywhere 3 Mitros+ Kit w/Odin II Nikon	1,399.00	1,099.00	300.00	1,015.00	794.00
PH80410	Phottix Portrait Anywhere 3 Mitros+ Kit w/Odin II Canon	1,399.00	1,099.00	300.00	1,015.00	794.00
PH80411	Phottix Portrait Anywhere 3 Mitros+ Kit w/Odin II Sony	1,399.00	1,099.00	300.00	1,015.00	794.00
PH80400	Phottix Portrait Anywhere 2 Mitros+ Kit w/Odin II Nikon	999.00	799.00	200.00	750.00	599.00
PH80401	Phottix Portrait Anywhere 2 Mitros+ Kit w/Odin II Canon	999.00	799.00	200.00	750.00	599.00
PH80402	Phottix Portrait Anywhere 2 Mitros+ Kit w/Odin II Sony	999.00	799.00	200.00	750.00	599.00
PH80403	Phottix Portrait Anywhere 1 Mitros+ Kit Nikon w/Odin II	599.00	499.00	100.00	450.00	379.00
PH80404	Phottix Portrait Anywhere 1 Mitros+ Kit Canon w/Odin II	599.00	499.00	100.00	450.00	379.00
PH80405	Phottix Portrait Anywhere 1 Mitros+ Kit Sony w/Odin II	599.00	499.00	100.00	450.00	379.00
PH80406	Phottix Portrait Anywhere 1 Mitros+ Kit Nikon	399.00	329.00	70.00	299.00	244.00
PH80407	Phottix Portrait Anywhere 1 Mitros+ Kit Canon	399.00	329.00	70.00	299.00	244.00
PH80408	Phottix Portrait Anywhere 1 Mitros+ Kit Sony	399.00	329.00	70.00	299.00	244.00



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#: **P04**
DATE: **3/01/17**

EAN CODE UPDATE	
Effective	March 1, 2017

Phottix EAN Code Changes

Effective March 1, 2017 Phottix is changing the EAN codes of their existing products. Please refer to attached spreadsheet for a list of the new EAN codes and their corresponding barcodes.

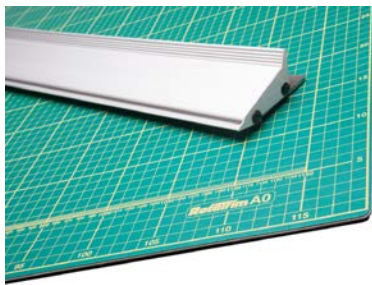
All Phottix inventory at MAC has been updated with the new EAN codes. If you have large quantities of Phottix inventory on hand, MAC can provide labels to assist in your update process. To request labels, please provide a spreadsheet of the Phottix products you have in stock and the quantity you have on hand to your Regional Business Manager. Upon receipt of the list of products, MAC will print and send you labels for each item.

Thank you for your assistance and attention to this very important matter.

If you have any questions, please contact your local Phottix regional business manager.

[Download new EAN spreadsheet now](#)

Introduction Schedule	
Pre-Order	February 27, 2017
Dealer Launch	March 1, 2017
Consumer Launch	April 1, 2017
Website Launch	April 1, 2017
Product Available	April 1, 2017



Rotatrim Self-Healing Cutting Mats and Straight Edges!

Self-healing cutting mats provide a clean and precise base and keep hand knife blades sharper longer. Rotatrim’s 5-layer double-sided, high quality self-healing cutting mats literally “heal” after the blade moves through the mat material giving you a clean, precise cut every time.

Green colored mats are available in a variety of sizes and screened with:

- Inch and ¼ inch grid marks
- Centimeter (cm) and Millimeter (mm) grid marks
- Picas and points
- Angle lines: 30, 45, and 60 degrees

To complement our new Rotatrim self-healing cutting mats we’re also bringing you three new Rotatrim straight edges. Use these beautiful straight edges with hand held knives for cutting large or heavy material not suitable for your Rotatrim rotary trimmer.

Rotatrim straight edges are non-slip so that they lay solidly against the material being cut. The guide edge is 3mm Sheffield steel with a profiles aluminum safety rail to hold your original tightly as you use the blade against the cutting edge.

Photo studios, schools, industrial, and print shops need these high quality self-healing cutting mats and straight edges. One Year Guarantee.

Contact Brenda Hipsher for more information. BrendaH@MACgroupUS.com

CAT. #	DESCRIPTION	EAN	MAP	EDU	DLR NET
SELF HEALING CUTTING MATS					
RCCMA4-GR	Cutting Mat A4 11.75 x 8.25	818533012847	\$4.99	\$4.11	\$3.66
RCCMA3-GR	Cutting Mat A3 16.5 x 11.75	818533012854	9.99	7.85	6.98
RCCMA2-GR	Cutting Mat A2 23.25 x 16.5	818533012861	17.99	14.49	12.88
RCCMA1-GR	Cutting Mat A1 33 x 23.25	818533012878	29.99	27.77	24.69
RCCMA0-GR	Cutting Mat A0 46.75 x 33	818533012885	99.99	84.59	75.19
STRAIGHT EDGES					
RCSE1200	Straight Edge 1200 48 inch	818533010362	299.99	243.94	216.84
RCSE1800	Straight Edge 1800 72 inch	818533010331	419.99	346.81	308.28
RCSe2600	Straight Edge 2600 102 inch	818533010591	549.99	464.37	412.78



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BULLETIN #: **S01**
 DATE: **3/01/17**

Introduction Schedule	
Dealer Launch	March 1, 2017
Consumer Launch	April 1, 2017
Web Launch	April 1, 2017
Product Available	March 1, 2017

The Sekonic SpeedMaster L-858D-U is Here. The next generation of light measurement control.

With its 2.7" color touch screen and truly innovative and sophisticated features, the Sekonic SpeedMaster L-858D-U leads the way to the next generation of light measurement control as the world's first multi-function light meter for photographers and filmmakers. Leveraging over 60 years of experience in the image-making world with cutting-edge technology, the Sekonic SpeedMaster L-858D-U has undergone a significant design change and boasts a comprehensive feature set sure to meet and exceed the demands of today's photographers and filmmakers.



The first meter of its kind capable of measuring flash, while also being able to achieve an accurate ambient exposure reading in dimly lit scenes as low as 0.1 lx, the Sekonic L-858D-U provides image-makers of all levels with the critical exposure data they need to create stunning and beautiful imagery.

The first to provide wireless compatibility with Elinchrom, Phottix, and PocketWizard products, the Sekonic SpeedMaster L-858D-U also provides ultimate control to photographers seeking a faster and more streamlined workflow. Limitless creative possibilities are within reach through the meter's ability to measure High Speed Sync (HSS) and calculate proper ambient-flash exposure for precision flash exposure control.

With an increased light-sensitivity and extended ISO and Shutter Speed Ranges, the Sekonic SpeedMaster L-858D-U enables all image-makers to obtain measurements in extremely low light and turn those readings into creative decisions. Finally, matching the high-ISO capabilities of today's cameras, by accurately metering in low-light, is finally possible.

CAT. #	DESCRIPTION	UPC	LIST	MAP	EDU	DLR NET
401-858	Sekonic L-858D-U SpeedMaster Light Meter	4962294011864	\$855.71	\$599.00	\$519.00	\$519.00
401-626	RT-EL/PX Elinchrom & Phottix Transmitter Module	4962294011888	159.95	–	89.50	89.50
401-627	RT-20PW PocketWizard Transmitter Module	4962294011901	159.95	–	89.50	89.50

FEATURES	BENEFITS
<p>FLASH DURATION MEASUREMENTS</p>	<p>Understanding flash duration is the first step in freezing fast-moving subjects. Since all cameras are limited to relatively low sync speeds, stopping motion in a single image is often achieved by leveraging short flash durations with the camera's max sync speed. A long-held secret of some of the world's most talented photographers, the key to freezing action consistently is found in being able to measure flash duration. Photographers are now able to do this easily for the first time, demystifying one of photography's most challenging techniques.</p>
<p>RADIO CONTROL MODULES FOR WIRELESS TRIGGERING</p>	<p>Having pioneered wireless exposure measurement, the L-858 Speedmaster Pro expands upon this ground-breaking innovation by adding functionality for Elinchrom Skyport and Phottix Strato II/Ares II users allowing more photographers to experience the benefits of wireless freedom.</p> <p>With the PocketWizard module photographers can easily trigger any PocketWizard wirelessly and control the power of their lights with any Control TL Compatible Unit.</p> <p>With the Combined Elinchrom & Phottix Module, photographers have full Skyport triggering and power-control capabilities, while Phottix users have Strato II and Ares II triggering capabilities.</p>
<p>INCREASED LIGHT SENSITIVITY</p>	<p>Increased ISO capabilities in today's cameras have created a need for light meters to increase their ability to measure light in the dimmest of settings. With an additional 3-stops of light sensitivity for incident light (from EV-5), 2-stops of light sensitivity for reflected light (from EV-5), and an ability to capture a reading down to 0.1 lx (=0.01 fc) of Illuminance, accurately metering scenes lit by candlelight or getting the right measurement for long-exposure night photography is now a possibility.</p>
<p>HSS FLASH MEASUREMENTS</p>	<p>The L-858D-U is the first meter of its kind that can measure the stroboscopic pulses fired from strobes when they are used for Hi-Speed Sync. Finally, photographers now have an accurate way of measuring their lights when they want to overpower the sun or achieve a very shallow depth of field through using HSS.</p>

Additional Features:

Expanded Shutter Speed Range for Ambient Light

Measure ambient light for shutter speeds between 30 min. to 1/64,000s

Expanded Shutter Speed Range for Strobe

Measure strobes for shutter speeds between 30 min. to 1/16,000s

Extended ISO Range

Additional ISO range from ISO 3 to ISO 13,107,200, with ISO 850 for cinema cameras

Full HD Cine and CINE modes

Measure from 1 to 1000 fps or shutter angles of 1 to 358 degrees

Filter Compensation Mode

Photographers and filmmakers using high-density ND filters now have a filter factor of up to 12EV. Save up to 30 "favorites," to instantly know what exposure compensation needs to be considered.

2.7" Color dot-matrix touch screen

Allows users to quickly and easily change settings and read important information

Connectivity with MAC/PC DTS Software

Upgrade firmware, apply custom settings, and utilize exposure profiling

All-Weather Design

Dust-proof and Splash proof (JIS Standard Water Resistance Class 4, Splash-Proof Type) for continued reliability and durability on-set, in any location.

[CONTINUED]

Specifications: [Download Full Excel Specification Chart](#)

TYPE	DIGITAL LIGHT METER FOR FLASH AND AMBIENT LIGHT		
Light receptor	Incident light	Lumisphere convertible to flat diffuser (with retracted lumisphere)	
	Reflected light	Built-in 1 degree spot metering	
Measuring mode	Ambient light	T priority, F priority, TF priority, cine mode, HD CINE mode, Lux/FC or Cd/m2 FL mode	
	Flash light	Multiple flash mode, Cordless/cord-in mode, HSS flash mode, Flash duration mode, Radio flash triggering mode	
Measuring range (ISO100)	Ambient light	Incident light: EV-5 to EV22.9	Reflected light: EV-1 to EV24.4
	Illuminance	0.1 to 2,000,000 lx	0.01 to 180,000 fc
	Luminance	0.2 to 980,000 cd/m ²	0.02 to 290,000 fl
	Flash light	Incident light: F0.5 to F161.2(=128.9)	Reflected light: F2.0 to F161.2(=128.9)
Display range	ISO Sensitivity	Ambient & Flash Light	3 to 13,107,200 (plus 850)
	Shutter speed	Ambient light	30m to 1/64,000s
		Flash light	30m to 1/16,000s
	Aperture	Ambient & Flash Light	F0.5 to 161.2 (=128.9)
	Frame rate	Ambient light	1 to 1000 f/s plus other 20 settings (up to 99,999.999)
Shutter angle	Ambient light	1 to 358 degrees plus other 20 settings	
Operating temperature range	-10° to 50°		
Storage temperature range	-20° to 60°		
Power Source	1.5V x 2 (AA battery) and USB bus power		
Dimensions	93(W) x 175.8(H) x 48(D) mm excluding protrusions		
Weight	Approx 10.6 oz (300g)		
LCD	2.7 inches color dot matrix LCD		
Standard accompanying accessories	CD-ROM (Data Transfer Software, Operating Manual), Start Up Guide		
Optional accessories	USB cable, Lumisphere, Synchro cord, Radio Transmitter, Step-up Ring, 18% Gray Card, Exposure Profile Target/ II		

Features and Specifications are subject to change without notice.

Radio Transmitter chart:

	POCKETWIZARD	ELINCHROM (EL-SKYPORT)	PHOTTIX
RADIO FREQUENCY	FCC&IC: 340-354Mhz CE:433.42-434.42Mhz	2.4Ghz	2.4Ghz (Strato II protocol)
GROUP/ZONES	3 Zones (A to C) for ControlTL; 4 Zones (A to D) for Standard triggering	4 Groups (G1 to G4) plus ALL	4 Groups (A to D) for Phottix Strato II protocol
FLASH POWER CONTROL	Yes	Yes	No (triggering only)
MODELING LIGHT CONTROL	Yes (ON/OFF only)	Yes (Power Control)	No

PocketWizard® and ControlTL® are the registered trademark of LPA Design.

Elinchrom is the registered trademark of Elinchrom SA.

Phottix® is the registered trademark and Strato™ is the trademark of Phottix Hong Kong Ltd.



Summary of Changes

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

EFFECTIVE MARCH 1, 2017

Benro

FTA28CV1	Travel Angel 9x CF Series 2 Tripod Kit	\$399.00	\$299.00 ▼
FTA18CV0	Travel Angel 9x CF Series 1 Tripod Kit	349.00	261.00 ▼
FTA28AB1	Travel Angel AL Series 2 Tripod Kit	249.00	186.00 ▼
FTA18AB0	Travel Angel AL Series 1 Tripod Kit	199.00	149.00 ▼

Elinchrom

EL26352	Umbrella Deep Silver 41"	106.95	81.25 N
EL26353	Umbrella Deep Silver 49"	136.95	104.50 N
EL26354	Umbrella Deep Translucent 41"	96.95	73.25 N
EL26355	Umbrella Deep Translucent 49"	127.95	97.25 N
EL26356	Umbrella Deep White 41"	106.95	81.25 N
EL26357	Umbrella Deep White 49"	139.95	105.75 N
EL26761	Translucent Diffuser for Deep 41"	32.95	24.50 N
EL26762	Translucent Diffuser for Deep 49"	42.95	32.50 N
EL26763	Black Diffuser for Deep 41"	47.95	36.50 N
EL26764	Black Diffuser for Deep 49"	52.95	40.25 N

Kaiser

202453	Kaiser Slimlite Plano 8x11	-	79.00 N
202454	Kaiser Slimlite Plano 10.5x15.5	-	119.00 N

Rotatrim

RCCMA0-GR	Cutting Mat A0 46.75 x 33	99.99	75.19 N
RCCMA1-GR	Cutting Mat A1 33 x 23.25	29.99	24.69 N
RCCMA2-GR	Cutting Mat A2 23.25 x 16.5	17.99	12.88 N
RCCMA3-GR	Cutting Mat A3 16.5 x 11.75	9.99	6.98 N
RCCMA4-GR	Cutting Mat A4 11.75 x 8.25	4.99	3.66 N
RCSE1200	Straight Edge 1200 48 inch	299.99	216.84 N
RCSE1800	Straight Edge 1800 71 inch	419.99	308.28 N
RCSE2600	Straight Edge 2600 102 inch	549.99	412.78 N

Sekonic

401-626	RT-EL/PX Elinchrom & Phottix Transmitter Module		89.50 N
401-627	RT-20PW PocketWizard Transmitter Module		89.50 N
401-858	L-858D-U Speedmaster Light Meter	599.00	519.00 N

DISCONTINUED PRODUCTS

Benro

FTA18CC	Travel Angel 9X CF Series 1 Tripod	300.00	222.00 D
FTA28CC	Travel Angel 9X CF Series 2 Tripod	350.00	259.00 D
FTA19CV0	Travel Angel 9X CF Series 1 Tripod Kit	400.00	296.00 D
FTA29CV1	Travel Angel 9X CF Series 2 Tripod Kit	399.00	299.00 D
HFTA18CS2H	Hybrid 9X CF Series 1 Tripod Kit	360.00	267.00 D
HFTA28CS4H	Hybrid 9X CF Series 2 Tripod Kit	450.00	333.00 D
HMMA38CS2H	Hybrid 9X CF Series 3 Monopod Kit	200.00	148.00 D
HMMA48CS4H	Hybrid 9X CF Series 4 Monopod Kit	275.00	204.00 D

Elinchrom

EL26361	Pro Umbrella Silver 105cm	53.50	41.99 D
EL26372	Pro Umbrella White 85cm	43.50	33.62 D
EL26380	Umbrella Daylight 105cm	65.00	51.52 D

Products with LIST and EDU Prices

EFFECTIVE MARCH 1, 2017

Benro

FTA28CV1	Travel Angel 9x CF Series 2 Tripod Kit	\$682.00	\$336.00 ▼
FTA18CV0	Travel Angel 9x CF Series 1 Tripod Kit	522.00	333.00 ▼
FTA28AB1	Travel Angel AL Series 2 Tripod Kit	372.00	109.25 ▼
FTA18AB0	Travel Angel AL Series 1 Tripod Kit	298.00	167.63 ▼

Elinchrom

EL26352	Umbrella Deep Silver 41"	139.04	81.25 N
EL26353	Umbrella Deep Silver 49"	178.04	104.50 N
EL26354	Umbrella Deep Translucent 41"	126.04	73.25 N
EL26355	Umbrella Deep Translucent 49"	166.34	97.25 N
EL26356	Umbrella Deep White 41"	139.04	81.25 N
EL26357	Umbrella Deep White 49"	181.94	105.75 N
EL26761	Translucent Diffuser for Deep 41"	42.84	24.50 N
EL26762	Translucent Diffuser for Deep 49"	55.84	32.50 N
EL26763	Black Diffuser for Deep 41"	62.34	36.50 N
EL26764	Black Diffuser for Deep 49"	68.84	40.25 N

Kaiser

202453	Kaiser Slimlite Plano 8x11	159.99	88.88 N
202454	Kaiser Slimlite Plano 10.5x15.5	239.99	133.88 N

Rotatrim

RCCMA0-GR	Cutting Mat A0 46.75 x 33	150.38	84.59 N
RCCMA1-GR	Cutting Mat A1 33 x 23.25	49.38	27.77 N
RCCMA2-GR	Cutting Mat A2 23.25 x 16.5	25.76	14.49 N
RCCMA3-GR	Cutting Mat A3 16.5 x 11.75	13.95	7.85 N
RCCMA4-GR	Cutting Mat A4 11.75 x 8.25	7.32	4.11 N
RCSE1200	Straight Edge 1200 48 inch	433.68	243.94 N
RCSE1800	Straight Edge 1800 71 inch	616.55	346.81 N
RCSE2600	Straight Edge 2600 102 inch	825.55	464.37 N

Sekonic

401-626	RT-EL/PX Elinchrom & Phottix Transmitter Module	159.95	89.50 N
401-627	RT-20PW PocketWizard Transmitter Module	159.95	89.50 N
401-858	L-858D-U Speedmaster Light Meter	855.71	519.00 N

DISCONTINUED PRODUCTS

Benro

FTA18CC	Travel Angel 9X CF Series 1 Tripod	444.00	249.75 D
FTA28CC	Travel Angel 9X CF Series 2 Tripod	518.00	291.38 D
FTA19CV0	Travel Angel 9X CF Series 1 Tripod Kit	592.00	333.00 D
FTA29CV1	Travel Angel 9X CF Series 2 Tripod Kit	598.00	336.38 D
HFTA18CS2H	Hybrid 9X CF Series 1 Tripod Kit	534.00	300.38 D
HFTA28CS4H	Hybrid 9X CF Series 2 Tripod Kit	666.00	374.63 D
HMMA38CS2H	Hybrid 9X CF Series 3 Monopod Kit	296.00	166.50 D
HMMA48CS4H	Hybrid 9X CF Series 4 Monopod Kit	408.00	229.50 D

Elinchrom

EL26361	Pro Umbrella Silver 105cm		41.99 D
EL26372	Pro Umbrella White 85cm		33.62 D
EL26380	Umbrella Daylight 105cm		51.52 D