

9 July 2010

Expomaging introduces Rogue FlashBenders

New versatile accessories for on-camera flash create portable, easy, situation-specific lighting

Expomaging, Inc. and Maxwell International Australia announce the release of **Rogue FlashBenders**, the first of several tools in a newly created Rogue Photographic Design line of light modification products. **Rogue FlashBenders** comprise a new system of positionable modifiers for shoe mount flash that offer precision lighting control for small strobe enthusiasts.

The flexible, shapeable **Rogue FlashBenders** were created to enable photographers to direct light exactly where it's needed or to shield it from where it shouldn't be. The patent-pending design incorporates positionable rods that molds the reflectors to a given shape and holds them firmly in place. Manufactured from the highest-quality materials, these versatile, portable and rugged light modifiers can be attached and shaped in seconds, then removed and folded flat to fit into any gear bag just as quickly.

"Whether you're a professional or amateur photographer, shooting in the studio or on location, lighting with strobes involves controlling and shaping the light to get the image you want," said Paul Gibbs, senior product manager at Maxwell International Australia. "We believe **Rogue FlashBenders** represent a leap forward in terms of versatility, control and convenience for anyone shooting with shoe-mount flash."

Rogue FlashBenders install quickly onto the flashgun with an easy belt attachment and are designed to work with all makes and models of shoe-mount flash, thereby reducing both the need for model-specific purchases and total amount of gear carried.

A **Rogue FlashBender** gives the user the freedom to shift from a large open reflector to a snoot – or anything in between – in a matter of seconds. This versatile, convenient tool is in a reasonably priced, lightweight and durable form that quickly folds flat for easy storage.

Rogue FlashBenders are available in three models:

* The **Bounce Card/Flag** can be used either as a reflector to bounce light onto a subject or as a flag to shield it away. With dimensions of 127mm x 228mm, the **Bounce Card/Flag** contains one positionable rod to mold the product and hold it in place.

* The **Small Reflector** can be used as a reflector, flag or as a snoot to produce a narrow circle of light. With dimensions of 254mm x 178mm, the **Small Reflector** includes two (2) positional rods.

* The **Large Reflector** can be used as a reflector, flag or as a snoot. With dimensions of 254mm x 280mm, the **Large Reflector** offers twice the reflective surface area of the **Small Reflector** and includes three (3) positional rods.

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Images downloadable in print resolution from
<http://highres.maxwell.com.au/expoimaging>



More information

phone 1300 882 517	email sales@maxwell.com.au	product & support info www.maxwell.com.au/expoimaging
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Availability

Rogue Flashbenders will be available at retailers Australia-wide in July 2010.

Key features

Freedom of form

Rogue FlashBenders are more versatile than any other reflector on the market. Their unique, patent-pending design incorporates positionable rods that enable the user to bend and shape the reflector to virtually any position in seconds, and have it stay there. This novel functionality in a reflector gives photographers unparalleled control over the shape of their reflector, and therefore the light.

Better light

Rogue FlashBenders produce brighter images with better contrast and colours. Rogue carefully chose a durable, washable, spectrally neutral matte white material that efficiently reflects 86% of the light when used as a reflector.

Superior convenience

Rogue FlashBenders were designed to quickly and securely attach to the flash without the need for separate straps or adhesives. This built-in attachment capability simplifies life for photographers because it reduces the need to carry separate products. And the limited use of Velcro® on the reflectors means they can easily be stowed in backpacks and gear bags without the annoyance of having them stick to and pull at everything.

Years of durability

Rogue FlashBenders are manufactured from carefully-selected materials to meet the needs of demanding location photographers. Rogue selected the highest quality Cordura nylon fabric, long-lasting steel positionable rods and a durable, washable reflective fabric to withstand years of use in demanding conditions.

Images downloadable in print resolution from
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Specifications, SKUs & RRP

Model	Dimensions	Number of positional rods	Weight	RRP	SKU
Bounce Card/Flag	127mm x 228mm (approx. 5" x 9")	1	85g (3oz)	\$40.00	560185
Small Reflector	254mm x 178mm (approx. 10" x 7")	2	85g (3oz)	\$47.00	560186
Large Reflector	254mm x 280mm (approx. 10" x 11")	3	170g (6oz)	\$54.00	560187

About Maxwell International Australia

Maxwell is a multi-brand distributor of imaging and personal electronics accessories to the retail photo and consumer electronics industry. The company is a wholly-owned subsidiary of DayMen Photo International, owner of the worldwide Lowepro brand. Maxwell operates from offices headquartered in Homebush, close to Sydney's Olympic Park. The Maxwell name goes back nearly 40 years in Australian photo distribution. The current Maxwell started operations in October 2006 and is the leading supplier of protective bags and cases for photo and portable personal electronics to Australia's premier photo and CE retailers.

About Expolmaging, Inc.

Expolmaging, Inc. designs and manufactures unique and innovative imaging tools for digital photographers. Expolmaging is the pioneer in digital white balance filters and is the exclusive worldwide distributor of Rogue Photographic Design, ExpoDisc White Balance Filters and the ExpoAperture2 Depth-of-Field Guide. For more information see www.maxwell.com.au/expoimaging