

## Phottix unleashes the power with new Indra500 TTL Studio Light

*COLOGNE, GERMANY:* Phottix unleashes a new level of power for photographers, unveiling their new Indra500 TTL Studio Light.

The 500 Watt TTL Studio Light featuring High Speed Sync. Under the hood is the ultimate in control – with the award-winning Phottix Odin TTL Flash Trigger for Canon and Nikon built-in. Powered by Li-ion Battery or AC Adapter, the Indra500 TTL is perfect for on location or in the studio.

### Features:

- 500W Studio Light
- TTL, Manual and Stroboscopic Modes
- High Speed Sync – 1/8000s shutter speeds
- Second Curtain Sync
- Adjust +/- 3 EV
- Manual Power 1/128 to Full Power in 1/3 Stops
- Wireless Radio Power Control with Phottix Odin and Mitros+ systems
- Odin for Canon and Nikon Receivers Built in
- Phottix Strato II Receiver Built in
- LED Modeling Light
- Battery and AC Adapter Powered
- 400 full-power shots when using 5000 mAh Indra Battery Pack, 2 second recycle times

The Phottix Indra500 TTL was developed for photographers on the move. Developed with input from some of the industries biggest names, the Indra500 TTL packs a lot of punch for its 2.1 Kg weight.

Use TTL to shoot during fast moving events like weddings. Shoot on-location, under the harsh sun and control ambient light with high speed sync. Shoot wide-open with shutter speeds up to 1/8000s. The built-in Phottix Odin Receiver for Canon and Nikon makes the Indra500 TTL easy to control and trigger.

The Indra500 TTL offers 8 stops of power adjustment - from full power to 1/128 - perfect for overcoming midday sun or adding just a hint of light when shooting with large apertures. TTL exposures can be adjusted in +/- 3 EV levels.

“We’re very happy with the Indra500 TTL,” said Phottix CEO Steve Peer. “It provide photographers with a lot of power and options. Having High Speed Sync on a studio light is a game changer for helping control ambient light.”

### **High Speed and Second Curtain Sync**

Traditional studio lights have limited shutter speeds to 1/200-1/250s. On location these speeds make balancing ambient light a challenge, having to sacrifice desired depth of field to get proper exposure. With the Phottix Indra 500 TTL’s High Speed Sync function photographers can shoot at speeds up to 1/8000s, allowing wider apertures while still being able to control ambient light.

The Indra 500 TTL’s Second Curtain Sync Functions brings untold functionality to the table. You can’t do that with a traditional studio light. Flash bracketing and flash exposure lock can all be used to help get that perfect shot. With Stroboscopic Mode, the Phottix Indra can be used for special effects and creative images with flash frequency of 1-100HZ and flash count of 1-100 times.

### **Built-in triggering**

The Phottix Indra 500 TTL has the power and control of the award-winning Phottix Odin TTL Flash Trigger inside. Switch between TTL and Manual modes, adjust EV and manual power levels, use high speed sync and second curtain sync, all from the Phottix Odin TCU or Mitros+ Flash unit. With the Phottix Odin receivers for Canon and Nikon built-in, no extra hardware is needed.

Phottix Strato II users can also trigger the Indra 500 TTL. With a Strato II receiver built into the Indra, Strato II transmitters can trigger the studio light in manual mode. An optical slave mode is also available. A 3.5mm sync port rounds out the Phottix Indra’s triggering offerings – it’s compatible with most major triggering systems.

### **Battery Pack and AC Adapter**

The new Indra Series from Phottix offers cutting-edge accessories for the Indra500 TTL Studio Light and Mitros series flashes Indra Battery Pack and AC Adapter. The Indra Battery Pack is a lot of power in a compact unit. When used with the Indra500 TTL Studio Light it allows photographer to shoot 340 full power shots. Its dual power ports can power two Indra500 TTL Studio Lights simultaneously, perfect for on-location work.

The Battery Pack’s LED display provides instant visual feedback on power remaining in the 5000 mAh or 10000 mAh cells. The Battery Pack’s USB charging port allows for easy charging of smart phones or tablets. The Indra Battery Pack can also power hot shoe flashes. With cables compatible for Phottix, Canon, Nikon or Sony flashes, the battery pack offer ultra-fast flash recycle times for small flashes.

The Indra AC Adapter can power two Indra500 TTL studio lights in 110 or 220V environments – great for studio use, and provides added functionality for flashes - super-fast recycle times.

The Indra AC Adapter can also feed AC power directly into hot shoe flashes for lighting fast recharge times. Battery power is no longer an issue. The perfect accessory for using hot shoe flashes in the studio.

The Indra series of products is part of Phottix’s new PhottixPro line-up of products. PhottixPro products will be the companies most innovative and technologically advanced.

The Indra500 TTL Studio Light, Indra Battery Pack and Indra AC Adapter will be available in October 2014. A Indra 500 TTL Light and Battery Set will be priced at \$1295 USD.

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