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SUMMER, SUN, NEWS
BRIGHT HEAD OR DOUBLE POWER!
THE PORTY SUMMER SPECIAL 2014

Porty L 1200

IT'S YOUR CHOICE: BETWEEN 2 JUNE AND 15 SEPTEMBER 2014, WE ARE OFFERING THE PORTY L 1200 KIT IN TWO VARIATIONS:

VARIATION 1 with the new EH Mini P LED Speed flash head with bright 40 W LED modeling light instead of the standard flash head EH Mini P and

VARIATION 2 with an additional lithium battery

More value and greater use completely without any extra charge!

This special cannot be combined with other special offers. This special offer is valid from 2 June till 15 September 2014.

KIT SPECIAL 1:
1x Porty L 1200 battery generator (4962), **1x EH Mini P LED Speed flash head** (3001254), 1x speed charger for Porty (5672), 1x aluminium stand (200), 1x 7" reflector (504) and 1x Softbag VII (4201), incl. cable set.
Please inquire about the price at your country's Hensel representative.

KIT SPECIAL 2:
1x Porty L 1200 battery generator (4962),
1x additional lithium battery (1499),
1x EH Mini P flash head (3604), 1x modeling light 60W (1851), 1x Speed charger for Porty (5672), 1x aluminium stand (200), 1x 7" reflector (504) and 1x Softbag VII (4201), incl. cable set.
Please inquire about the price at your country's Hensel representative.

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// BIG STUDIO, HIGH SATISFACTION!

Really "big" studios are not built completely new very often. Therefore, we were delighted all the more when TW Home Co. Ltd. in Hangzhou entrusted us with the job of equipping about 7000 m^2 of studio space with the necessary technology.

The studio is operated by an American company that has discovered China as an ideal basis for studio productions that focus on furniture, interior, and home textiles. In all honesty, this was not even for Hensel an everyday project.

Thanks to the commitment and the profound experience of the Chinese team that worked in close co-operation with Hensel Wuerzburg, all requirements and specifications were implemented in the shortest amount of time and to the customer's fullest satisfaction. By now, 11 photographers are working on three levels with more than 80 Tria generators and more than 170 flash heads. Recently, our head of export was on site and received very positive feedback. Especially appreciated were the extremely reliable technology, the large range of accessories, and the personal support and assistance of the Hensel team. Of course, we are very happy about this and will do everything necessary now and in the future to fulfil even the highest expectations at all times.

// CANON (CPS) FLASHES WITH HENSEL TECHNOLOGY

The new and well-designed Canon CPS showroom in Krefeld, Germany was equipped with the latest Hensel technology. In the area of flash, they work with Expert D compact flashes and in the area of continuous light, they work with C Light D equipment with daylight temperature.

Both equipment series work — typically Hensel — with the same connector diameter for accessories and, therefore, can be used in an extremely flexible manner. Video and photography functions are often combined in cameras and now also in light technology.

The CPS studio is used for Canon product demonstrations, pack shot photography, and seminars.
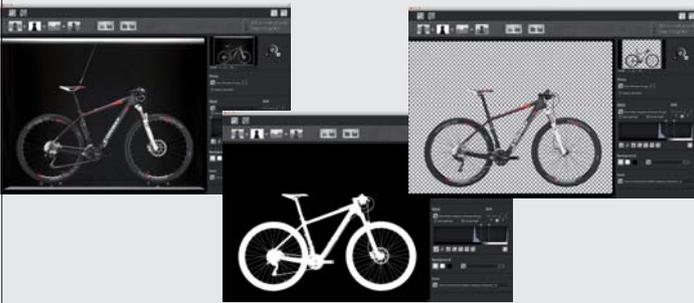

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// MASK INTEGRATOR– AUTOMATICALLY EXTRACTING COMPLEX MOTIFS MADE EASY

Extracting images of products and individuals is generally rather time-consuming and thus very costly.

It would be a great advantage if the making of clipping masks could be integrated directly into the workflow of the shoot. Further post-processing in the computer would be unnecessary or just minor.

Two things are needed to make this wish come true: a freemask-ready studio lighting kit by Hensel and the Mask Integrator software.

Mask Integrator enables you to extract even the most complex objects in a fraction of a second. Even the finest elements like the structure of hair in people and portrait photography are recognized. And Mask Integrator offers additional practical features that simplify the daily work with clipping masks: the automatic recognition and loading of new pictures — if the camera is directly connected to the computer — or an automated removal of shading elements at the edge of pictures. This is particularly helpful when taking a large number of product pictures.

The software offers a preview of the extracted object in front of a white, black, transparent or customized background directly while taking the pictures. This enables you to use any motif as a background. The perspective and lighting of the foreground and background can be adjusted while shooting.

The mask created automatically can also be customized individually. The innovative software features a function to optimize white and black points as well as a very user-friendly brush tool to correct the mask. If the photographer is not 100 % satisfied, the Edge mode can help with fine-tuning, as it highlights the entire range of semitransparent pixels.

In short, Mask Integrator saves photographers a lot of time and money. The photographic workflow will become more efficient and there will be more time to be creative.

More information on Mask Integrator and freemask, along with a video tutorial and a 14-day-test-version of the software, can be found at
http://www.hensel.eu/en/infos/freemask.html

// READING IS EDUCATING BUT WATCHING A VIDEO IS "SIMPLY SIMPLER! "

At least, when the topic concerned is the operation of flash equipment and matching accessories. The Hensel contribution to the topic "simply simpler" are video tutorials about Expert D compact flashes and the Nova D flash generators. Soon, another tutorial will be available covering the set-up of Hensel softboxes.

All current tutorials can be found on our Hensel YouTube channel
http://www.youtube.com/user/HenselVisit
Simply take a look — it is worthwhile and further videos will follow in the future.

// UPCOMING EVENTS

Photo & Imaging Shanghai
July 3-6, 2014 - Shanghai / China

photokina 2014
September 16-21, 2014 - Cologne / Germany

PDN PhotoPlus International Conference & Expo
October 30 - November 1, 2014
New York City / USA

THE QUOTE AT THE END: I DON'T LOOK, I FIND!
Pablo Picasso (1881-1973)

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