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HENSEL NEWS  
PHOTOKINA 2014



photo // jarmo pohjaniemi // [www.shootthecenterfold.com](http://www.shootthecenterfold.com)

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## POWER MAX L THE PORTABLE POWER SOCKET

Power to go — Power Max L is the ideal mobile power supply for current Hensel compact flash units. This small power packet with lithium battery is surprisingly lightweight with its 4.6 kg and thus perfectly suited for on location work.

You can connect up to 3 flash units of the Integra Mini, Integra Plus or Expert D series (combined up to 2000 J) simultaneously. An intelligent protective circuit ensures the device's safety and an easily legible load display keeps you informed about the operating status.



photo // nikolai georgiew shoots rudolf schenker for vw commercial vehicles // www.georgiew.de

The battery is identical to the one in Porty L, charges completely in less than 1.5 hours and lasts for up to 440 flashes at 500 J. The flash recycling times are just 1.5 x — 2 x longer than with the regular mains supply which results in flash recycle times of up to 0.2 s for, e.g., the Expert D 500.

A true little workhorse which is perfect for you if you are frequently on the go and do not want to miss out on using your existing Hensel equipment!

**Code No. 1316620 // Power Max L 230 V**

**Code No. 1316120 // Power Max L 120 V**

Also available as a kit.



## GRAND BOXES GRAND LIGHT

Sometimes it simply needs to be a little more! The Grand Boxes belong to the largest light formers in our range — diameters of up to 190 cm are possible.

Thanks to their deep, parabolic forms, they make the most of any light set-up and help create distinct and expressive pictures. But the boxes do not only impress because of their size: High-quality materials ensure reliable and excellent color rendering for years to come, very good handling, and mechanical resilience.

Together with the easily changeable front and inside diffusers, control of the light's degree of hardness is always in your own hands. The ideal light formers for fashion and people photography!

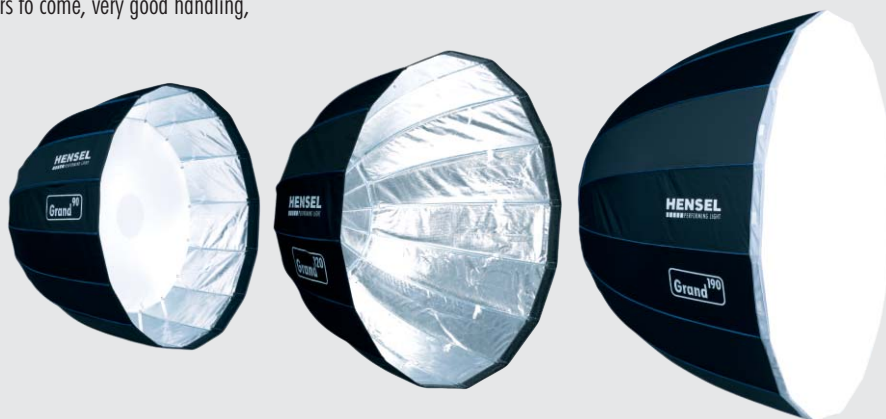
### Hensel Grand Softboxes

**Code No. 4204090 // Grand Ø 90 cm**

**Code No. 4204120 // Grand Ø 120 cm**

**Code No. 4204190 // Grand Ø 190 cm**

Please order the required connection adapter separately.



## EH MINI P LED SPEED A BRIGHT HEAD

On-location photography is as popular as never before — our Porty battery generators with their small and lightweight Porty flash heads have started this trend. Real studio power whenever and wherever you want, without having to relocate a complete studio! And for even more fun photographing, we have developed the EH Mini P LED Speed flash head for Porty generators. Its special feature: An LED modeling light with 40 W which equals approx. 300 W halogen — an incredible light output for battery operation! This thrifty lamp also helps protect the battery. Thanks to the speed version of the flash tube, the flash head offers especially short flash duration times of up to 1/8,100 s with Porty L.

**Code No. 3001254 // EH Mini P LED Speed**



## EH SPEEDLIGHT ADAPTER HENSEL LIGHT FORMERS - EVERYWHERE AND ANYTIME

**"Oh, if I could only use my Hensel light formers together with speedlights..." Yes, you can!**

The new Hensel EH Speedlight adapter is a solid fastener equipped with an EH quick-change adapter and designed for popular speedlights. An umbrella holder and a stand tilt bracket are integrated. The flash adapter will convince you, especially in combination with the popular Hensel Beauty Dish or with an Octabox 90 to brighten things up. It is a handy connection between speedlights and flash systems and makes it easy to use them in combination. Developed and produced in Germany, for first-class quality and high sturdiness.

**Code No. 7323001 // EH Speedlight Adapter**



## SOFTDISH 80 THE FOLDABLE BEAUTY DISH TO GO

The Beauty Dish probably belongs to the most popular flash accessories overall. No wonder, for it unites contrast-rich and soft lighting in one single light former. We are now introducing the new "Softdish 80" as an addition to the proven rigid versions with 56 cm diameter. This large beauty dish with 80 cm diameter, white interior and adjustable deflector is built like a softbox.



In its collapsed form, stored in the transport bag, it is only 18x64 cm in size and 715 g in weight (plus Speedring 300 g). It is ideal for work on location, especially because it is quickly set up and taken apart. Additionally, the included diffuser lets you change it to an octabox.

The Hensel Softdish 80 is exclusively manufactured by Chimera Lighting, a renowned producer of softboxes and based in the USA. It fits the current Hensel speed rings (EH as well as the former MH connectors) and can be used with modeling light up to 650 W.

The Softdish 80 is the perfect addition for everyone who does not want to do without professional light formers even outside of the studio.

**Code No. 31808280 // Softdish Ø 80 cm**



## SPEEDRING FOLLOW THE COLOR

Our classic speedring can be used with almost any Hensel Softbox, which is handy and saves money. But not every user knows exactly where each rod needs to be mounted or has the instructions on hand during assembly.

Therefore, from now on, the speedring and the Softbox rods are color-coded: black for the rectangular softboxes, red for the stripboxes and blue for the octaboxes. This makes matching fast and easy and set-up becomes easy as child's play!

## 36 MONTHS ASSURANCE - 36 MONTHS GUARANTEE

Reliability and longevity have been Hensel equipment's hallmark for more than 50 years! We develop and produce quality products on highest level in Germany.

Our new guarantee terms and conditions\* become effective September 15, 2014, and will give you even more assurance.

\*On all new equipment purchased from official Hensel sales partners. The purchase receipt serves as proof of guarantee.

**FOR YOU  
THIS MEANS:  
36 MONTHS  
OF SECURITY!**



## LIGHTBAR 130 LED PHOTO AND VIDEO

Slim and trim, but still a real "heavyweight," especially when it comes to performance data! A full 200 W of LED light distributed along 130 cm length — this results in a light output that will impress you. But the LED technology has further advantages: the extremely long life of the LEDs and the extremely low power consumption will make your wallet just as happy as the environment.

The Lightbar 130 LED can be extremely precisely adjusted: power can be adjusted over 9 f-stops in 1/10 f-stop increments and the color temperature in 50 K steps from 2700 to 6500 K. This leaves a lot of leeway for lighting design! Furthermore, the high CRI of 95 ensures optimum color rendering.

The Lightbar can be controlled via the very common DMX system, which expands possible applications from photography to film and television.

**Code No. 9121254 // Lightbar 130 LED**  
(Multivoltage 100-240 V)



## UV FLASH DRY C1 FLASH & DRY!

We do other things well, too! Our flash technology is not only being used in photography but also in different industries. Under the brand name Visit, we develop and manufacture individual solutions for you in the area of measuring, checking, and drying. Our latest product is the UV Flash Dry C1, developed in cooperation with BMW and Standox in order to reduce the time needed for the touch up of tiniest paint defects, so-called micro spots, on the car body. This process substantially speeds up — compared to the widespread IR drying — touch-up repairs and thus increases productivity. After only 10 s drying time, lacquers or varnishes can be further processed.

We love synergies and you are profiting from this: In conjunction with the Power Max L, the mobile power supply by Hensel, it is possible to conduct up to 75 UV flash drying processes without needing an AC power supply.

**Code No. 22203 // UV Flash Dry C1**



## FREEMASK – VERY FAST AUTOMATIC CUT-OUTS WHAT IS FREEMASK?

freemask is the quickest and most exact solution to produce accurate and homogeneous cut-out masks in studio routine. Even the smallest structures, details, and transparencies are perfectly reproduced.

The mask is created during the picture taking process, and with the help of the Mask Integrator Software by Picture Instruments, the cut-out process is conveniently taken care of during post-production which allows for an efficient and fast workflow at highest quality.

freemask was developed in cooperation with the Schoepe GmbH.



## WHAT DO I NEED TO USE FREEMASK?

You need Hensel flash units with a freemask receiver (integrated or external), the freemask radio transmitter, and a digital camera with continuous exposure setting (min. 3 exposures per second).

### These flash units feature the integrated freemask:

Expert D / Integra Plus / Nova D / Nova DL / Porty L / Tria 24 SF

The freemask transmitter is available for triggering of the units. The radio components that make different manufacturers' flash systems freemask-ready can also be bought separately.

You can also use the freemask flash equipment for normal applications, if no cut-outs are necessary.

For greatest comfort in post-production, you need the Mask Integrator Software by Picture Instruments which not only cuts out the freemask pictures directly during photographing but can also place these onto any chosen new background.



## HOW DOES FREEMASK WORK?

With the help of the continuous exposure setting of your camera and the freemask transmitter, two exposures are automatically made per shutter release: during the first exposure the motif is lit exactly according to your specifications (1), and during the second exposure only the background is lit (2).

This backlit shot is used to create a pixel-exact mask at postproduction.

(1)



(2)



photos // daniel jaroschik // www.danieljaroschik.com

## WHAT IS MASK INTEGRATOR AND HOW DOES IT ADD TO MY WORKFLOW?



Mask Integrator by Picture Instruments offers everything you need to further process your images in one single program. Never before have you been able to cut-out pictures so fast and conveniently!

**Get a 14-day trial version of Mask Integrator at [www.picture-instruments.com](http://www.picture-instruments.com).**

Also, the activation code can be purchased there at a later time and a video tutorial on how to use the software is available, too.

### A few function highlights:

- // Automated recognition and loading of new pictures whenever you connect your camera to your computer
- // Mask optimization of blacks and whites
- // Automated removal of shading elements on the edge of pictures
- // Use brushes to correct the shape of a mask
- // View the extracted picture during photographing in front of white, black, transparent, or any other background of your choice
- // Moving, scaling, and optimizing of the mask remains in effects during the whole session
- // Leafing through cut-outs and background pictures
- // Save cut-outs or whole folders with cut-outs by simply pushing a button

The freemask workflow is a cooperation of:

**HENSEL**  
PERFORMING LIGHT

**schoepe**  
fotografie

Picture  
Instruments



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HENSEL-VISIT GmbH & Co. KG // Robert-Bunsen-Str. 3 // 97076 Würzburg // Germany  
Phone: +49-931-27881-0 // Fax: +49-931-27881-50 // [info@hensel.de](mailto:info@hensel.de) // [www.hensel.de](http://www.hensel.de)

PRESENTED BY:

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