

# **INTERfit** Photographic Ltd

## **PRESS RELEASE**

For Immediate release

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### **INTERFIT – 5 IN 1 REFLECTOR KIT - INT273**

Interfit is pleased to announce the arrival of a simple solution for handling the remarkable qualities of reflected light out in the field or in studio environments.

The new 5 in 1 reflector kit is available from November 2007 and contains the best selling INT265 42" 5 in 1 reflector, plus a newly designed reflector bracket and an air cushioned lighting stand.

The 5 in 1 reflector is a valuable piece of kit for all types of photographers wishing to explore the qualities of reflected light on the subject matter. Ideal for Studio based photographers and social photographers on the move.

5 in1 reflectors are probably the most underestimated piece of gear in the kit bag, Ideal where space is paramount. The ½ f~stop Translucent reflector is easily converted by a zip on overlay sleeve which offers four additional surfaces to be used: Soft-sun, Silver, Black, and White. The Soft sun, Silver and white surfaces fill in reflected light in to the shadow area by up to 1 F~stops whilst the black will detract up to 1 & ½ F~stop to improve contrast in the shadow areas.

By using the included arm and stand the reflector can be positioned in almost any position enabling the photographer to concentrate on the job in hand without the need of an assistant holding the reflector in place.

The INT273 will be available in one handy package from Interfit main dealers from November 07 Retailing at £79.99 Inc vat, offering a considerable saving when purchasing separately.

Further information will be available on the Interfit Website

[www.interfitphotographic.com](http://www.interfitphotographic.com)

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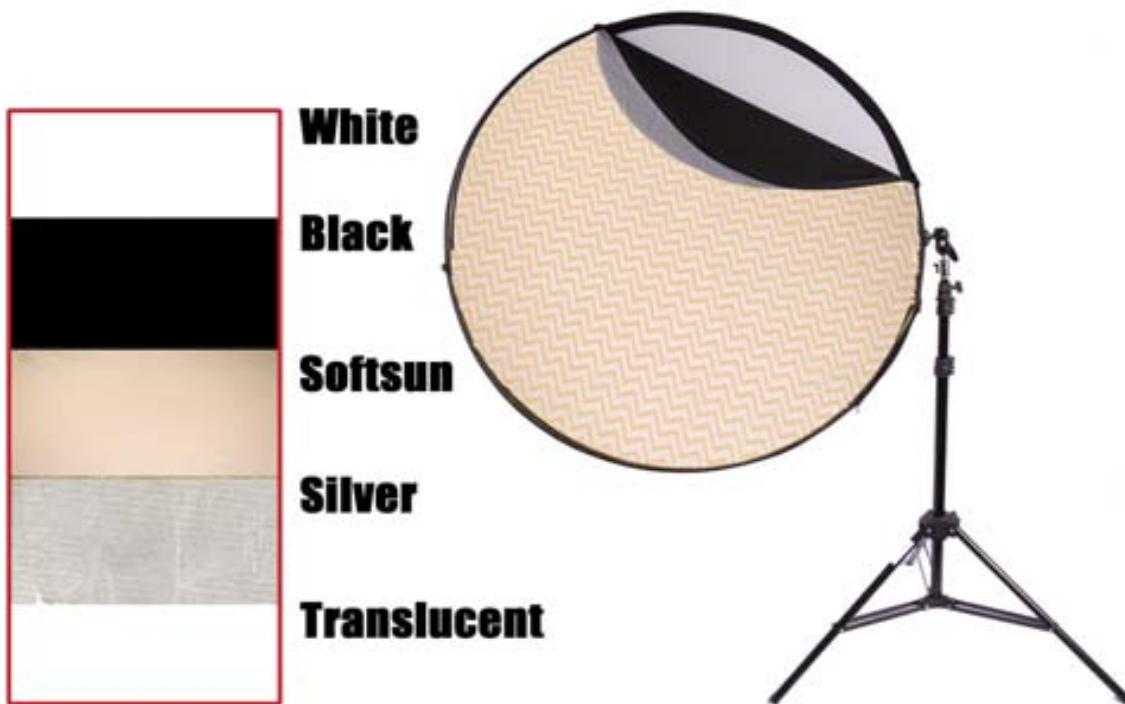
Interfit is a major supplier in studio lighting in the UK and rest of the world delivering products at affordable prices to a wider range of photographers.

The introduction of INT273 is an invaluable tool for Professional and Enthusiastic photographers. Reflected light produces soft lighting which is ideal for portraits, particularly for wedding and social photographers. The Translucent disk helps to reduce hard lite to reveal an excellent quality of usable light on very bright days, alternatively it can be used as a secondary layer of diffusion in the studio.

Soft sun is a patterned mix of Silver and Gold that suits the performance of Digital cameras.

High Resolution Images will be available to download from 27/9/2007 from the Interfit Website

[www.interfitphotographic.com](http://www.interfitphotographic.com) follow the downloads link on the top menu bar of the home page.



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