

To keep up with the fast pace of the digital world, we have some fast set-up tools for digital imaging people. These are light modifier and tent that make lighting set-up a breeze. No matter if you are in the studio or on location, these are indispensable tools for everyday shooting sessions. All pop-ups have round pouch.

The Magic Studio™

is a product shooting booth that folds up to a small round thing, and goes in a pouch. The booth is made out of translucent material to diffuse harsh artificial lights. Inside the booth, there is facility to put background material to form a small studio. The ingenious design of this booth, is it has a detachable window mask, to be placed on either side of the booth. As we all know, too much diffusion will decrease color saturation and render product flat on picture and lose the 3 D feel. So instead of using a totally translucent tent, we put a black mask with a window cutout. The cutout can simulate a northern light, similar to the old time studio with natural northern light, dating back to the era when sun and sky were the only light sources, and those old lighting techniques were mostly portraited by old master painters and pioneer photographers.

The Magic Studio is most suitable for reflective objects like wine bottles, glass, things that reflect whatever you put next to them. With the Magic Studio, there is no need to use photo umbrella, softbox, etc. *(if you use a white umbrella, you will see it on your product)* You can use one light, pointed straight to the window, to depict northern light. The Magic studio comes with translucent background material, which means you can put light behind it, or underneath it, to get a shadowless background,

What are we talking about here is the difficult objects to deal with when you are without the Magic Studio. But when you are shooting ordinary products, the lighting will be always right on picture.

The Magic Studio has two sizes, small and large to suit size of products. *(Sorry, we do not have size for full length human figure)*

Product No. 50-100

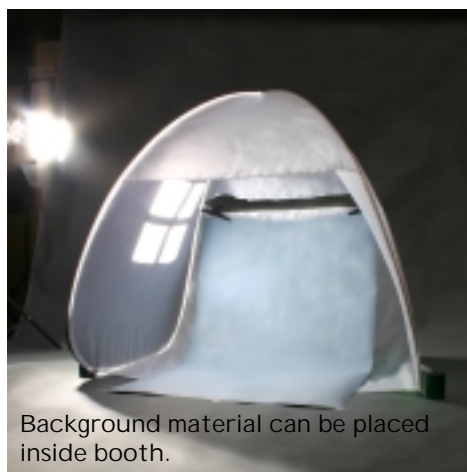
Small Size: H.43cm/28" W.43cm/28"

Weight: 0.2kg/0.6lb

Product No. 50-200

Large Size: H. 115cm/45" W.115cm/45"

Weight: 0.8kg/1.5lb



Background material can be placed inside booth.



Whole thing goes in tote bag.

Any photo artificial light can be used for this purpose. We recommend to use electronic flash unit as it does not require a tripod to steady the camera. You can view the LCD screen on the digital camera, then compose and capture. *(If your digital camera has problem to sync the flash, we have all sort of devices to solve it. Check out our flash sync devices)*

There are lots of ways to play with this thing, like shooting with or without the window mask, using back lighting, using top lighting, using lighting on all sides. No matter how you do it, your picture will come out right.

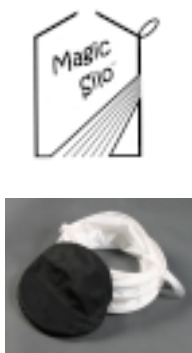


Here is an unretouched picture, taken with a digital camera using two electronic flash units. The window catch light shows on the upper part of the wine bottle, and the shadow area on the right is lighted up by placing second weaker flash unit to fill in. Picture shows three dimensionality with the glass dome showing the clock inside clearly. Notice the roundness of the bottle label, it really stands out. Blue muslin backdrop was used.

The studio that you can take with you!

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Magic Silo



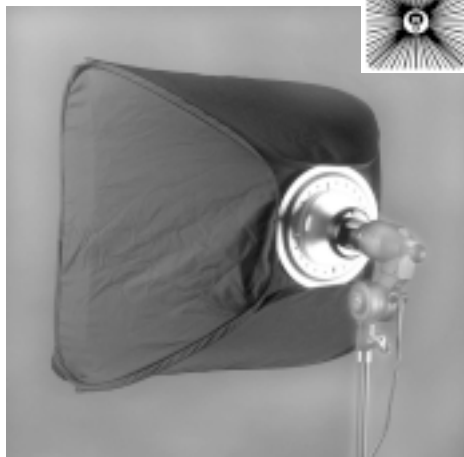
Cutlery is one of the difficult things to deal with. Our Magic Silo can overcome reflection problems.



Product No. 50-300

The **Magic Silo** is a diffusing tent that can expand into a cylindrical form. On top of the tent, there are two flaps that can open and close, fastened with velcro, leaving a gap good enough to stick the camera lens in. There is a 4" round porthole on the side, this is to allow spot light to throw onto the objects in order to add high light, and the porthole can be closed if complete diffusion is required. A tripod with horizontal arm is needed to hold camera.

Magic Square



Product No. 50-401BB

Square folding softbox for our Digital Barebulb, There is no rod to assemble, take it out from the bag, and it will pop-up, then attach the back plate and the front diffuser to the matching velcro strip. The diffuser is recessed to avoid light spillage, inside the Magic Square is silver coated for maximum reflectance. This model is specifically to go with our Digital Barebulb.



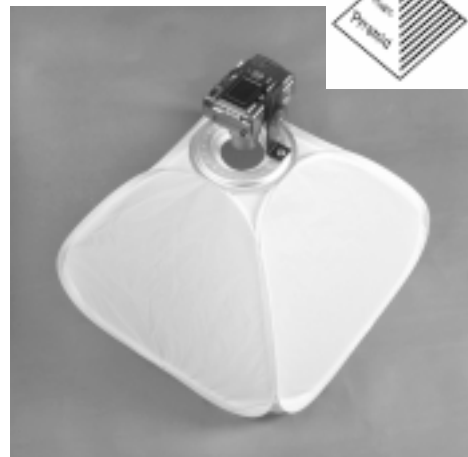
Product No. 50-401PF

This version is to fit on any portable flash unit which has shoe or 1/4" screw mount. The L bracket holds the flash and the Magic Square round back plate, and has 1/4" thread to fit on VH flip bracket or light stand.



Pdt. No. 50-511RH Twistfold reflector telescopic holder.

Magic Pyramid



Product No. 50-400

Magic Pyramid is a small pyramid shape tent for close up shots of jewelry, small shiny objects like coins, stamps etc. The digital camera can be mounted on the L bracket. It holds only light weight digital or film cameras.



Product 50-522-5.1

Twistfold reflector, 5 in one, smallest size we offer. 22" dia./55.5cm

Product 50-532-5.1

Twistfold reflector, this is a 5 in 1 reflector disc. There are 5 ways to use this disc, either white, black, silver and gold reflector or a diffuser. size: D.32"/81cm.

Product No. 50-544.5.1

Same as above, but larger size. Size: D.106cm.