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Professional Markets

**LED light panel being developed for portrait studios**

**Nakano Studio** in Tokyo, Japan, made a prototype of LED light panel for illumination used in portrait studios, reports **JPEA International** *PEN News Weekly*. The experimental model is close to being a working practical product. Electronic flashes used for the same portrait illumination purpose have shortcomings such as inalterable color temperature and they are ill-suited for moving subjects. Electronic flashes also require some distance for surface illumination to provide even lighting. The LED light panel solves all those problems inherent to electronic flash strobes. Up to this point, LED panels could not yield enough light output, but a high-intensity 5-watt LED lamp made it possible.

The 5-watt lamp is some 20 times brighter than the one used for traffic signals. The LED light panel comprises two types of LED lamps, red one up to 3,900 Kelvin and white one to 9,000 Kelvin. Light output may be controlled in 16 steps. The body of light panel is made of fiber-reinforced plastic (FRP) and diffuser hollow polycarbonate. The panel is approximately 5cm (2 inches) thick and aluminum honeycomb is used to prevent halation for the one that gives illumination from the top, reports *PEN News Weekly*.

The developer is working on further improvement to make it brighter and work with reduced output from each lamp to restrain heat generation and extend useable life of the lamps to 40,000 hours. Adopting amber lamps that come in between red and white is now being tested. The biggest problem is the cost that is still prohibitively high and may be reduced to reasonable level by production in certain quantity, says *PEN News Weekly*.

**Advanced Media releases new disk drive for outdoor photographers**

**Advanced Media Inc.**, Diamond Bar, Calif., manufacturer of **Ridata** brand recordable CD and DVD media, electronic storage products, and digital media accessories, announces its **32GB SATA Solid State Disk (SSD) drive**. The new drive is designed for outdoor and field photographers.

The drive reduces boot up and seek times. Data transfer rates are 60MB a second for maximum sequential read and 48MB a second for maximum sequential write, says the company. The SSD Drive is also resistant to vibration, shock and extreme temperature. The features more than 4,000,000 hours Mean Time Between Failures (MTBF), reducing labor costs and the danger of losing critical data, says the company.



The new SATA Solid State Disk (SSD) drive has a 32GB storage capacity.

**onOne Software announces new, upgraded Photoshop plug-ins; new frame packs**

**onOne Software Inc.**, Portland, Ore., announces PhotoFrame 3.1 (formerly known as PhotoFrame Pro 3.1) and the introduction of the new PhotoFrame 3.1 Professional Edition incorporating the onOne Software Pro Digital Frame Bundle collection. In addition, two new digital frame collections created for onOne Software by professional photographers **Kevin Kubota** and **Laurie Excell** have been added to onOne Software's individual frame packs.

onOne Software's PhotoFrame Pro 3.1 has been renamed to PhotoFrame 3.1. No other changes to the functionality or frame content have been made to this product. A new version of PhotoFrame called PhotoFrame 3.1 Professional Edition is identical to PhotoFrame 3.1 in feature set but includes the additional digital frame content that was previously only available in onOne Software's Pro Digital Frame Bundle, explains the company. Available in early November 2007 PhotoFrame 3.1 Professional Edition will include frame content designed by eight photographers and **Adobe** Photoshop experts **Dave Cross**, **Helene Glassman**, **Jack Davis**, **Jim Divitale**, Kevin Kubota, Laurie Excell, **Rick Sammon**, and **Vincent Versace**.

PhotoFrame 3.1 and new PhotoFrame 3.1 Professional Edition Photoshop plug-ins feature thousands of frame and matte selections. Both editions of PhotoFrame 3.1 allow users to create edge effects on any picture. PhotoFrame offers border and edge effects such as drop shadows, bevel, glow, border and texture. PhotoFrame 3.1 and PhotoFrame 3.1 Professional Edition are compatible with Photoshop CS2 and CS3 and Adobe Photoshop Elements on both Macintosh and Windows. Registered owners of the now discontinued Pro Digital Frame Bundle may request a PhotoFrame 3.1 Professional Edition replacement DVD for \$9.95 plus shipping and handling.

In addition to the other Frame Packs that are currently available for PhotoFrame, onOne Software also introduces two new frame packs by Kevin Kubota and Laurie Excell. Both frame packs can be purchased separately for \$39.95 each from onOne Software. They are also included in the new PhotoFrame 3.1 Professional Edition.

**TheMagicTouch introduces professional transfer paper for placing images on dark**

**fabrics**

**TheMagicTouch USA**, Orlando, Fla., announces the launch of WoW Professional 7.1 transfer paper for imaging transfer professionals. The paper is designed for companies transferring intricate images and patterns onto dark colored garments, creating customized photo-themed clothing. WoW 7.1 transfer paper offers a method for applying full color images/graphics that have complex or detailed designs that cannot be profile cut and weeded.

The U.S. introduction of WoW transfer paper follows the global launch of the product in Berlin, Germany, last June. TheMagicTouch, an **RGP Industries Inc.** company, is the exclusive distributor of WoW Professional 7.1 in the United States.

Transfers can be produced at up to 15 A4-size sheets. The manufacturer requires online training demos, one-on-one or group training, and/or on-site training for WoW customers. Professionals can be trained on the process in less than an hour. WoW will be available in boxes of 20 sheets. Starting in 2008, the product will be more widely available in boxes of 50 sheets.

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