

## NEWS RELEASE

### Sharpics Introduces 3-Light Tabletop Photography System to produce Great Product Photos

**SAN DIEGO — July 20, 2008** – Sharpics, Inc., a leading source for product photography, today introduces its new Tabletop Photography Systems as the ideal solution for achieving professional product images. Designed for do-it-yourself product photographers, Sharpics products are ideal for online auction sites, e-commerce websites, insurance claims, appraisals, home and office inventories, estate planning and more.

The key elements for creating great product photos include an easy to set-up background, daylight-balanced lighting, and stabilizing the camera. The Tabletop Photography System feature the D-Flector portable background stand, a pair of low-profile lights, an overhead boom light and a tabletop monopod – all the necessary components to achieve great results in one compact tabletop photography system for home or office use. Components are also available separately.

#### **Background Stand**

The D-Flector resembles a briefcase that quickly unfolds into a tabletop background stand to support the product photography needs of everyone from professional to novice photographers. Available in two sizes: 20"Wx32" and 30"Wx40", the D-Flector contains three seamless background options in reflective silver, matte white and black.

##### *D-Flector – Portable Background Stand*

- Black leatherette briefcase design with magnetic flap and chrome-plated swivel handle.
- Briefcase can unfold flat or as a seamless background sweep with an integrated easel stand.
- Includes three seamless backgrounds – reflective silver, matte white and black.
- Easy to setup backgrounds are secured with clips.
- Our backgrounds are durable and easy to clean.
- Compact for easy storage and portability.

#### **Studio Lighting**

Until now, professional grade lighting has typically taken up a great deal of floor space. The Compact Light Kit and Overhead Boom Light are designed for tabletop applications making it easy to position lighting for small to medium sized products. Floor standing lighting lacks agility for tabletop photography applications. The bulbs include three 30-watt compact fluorescent bulbs equivalent to 360 watts of household lights. Each bulb is "daylight-balanced" at 5000 Kelvin and emits 2000 lumens for maximum output. The patented bulb has an ideal shape for forward illumination. Daylight color lighting produces better contrast for products you photograph. Not only do they offer a bright output, they are both cool and energy efficient.

##### *Compact Light Kit (LKT-92) – A pair of low-profile fill lights*

- Two compact light stands.
- Two 30-watt fluorescent bulbs, Daylight color temperature 5000K.
- 2-section column with flip grip adjusts from 12" to 18".
- Two 9" reflectors with adjustable ball bracket.
- Integrated ON/OFF switch and 7-ft cord.
- Each light fixture is rated 120V, 60Hz, 250 watts maximum.

##### *Overhead Boom Light (CLK-9) – Clamp-on overhead light for adding highlights*

- 2.5" padded clamp with molded knob.
- 2-section vertical aluminum column extends to 18" with twist lock.

- 2-section boom extends to 22" with twist lock.
- Tilt angle 0-180 degrees.
- 9" reflector with adjustable ball bracket.
- Integrated ON/OFF switch and 7-ft cord.
- 30-watt fluorescent bulbs, Daylight color temperature 5000K.

### **Camera Support Stand**

The tabletop monopod provides a stable platform for the camera to eliminate blurry images. Unlike a tripod, it provides room to work without taking up floor space. Its compact and sturdy design clamps directly onto a table with many adjustable features found on most tripods without the legs. As an added benefit, it can also be used as a copy stand for overhead shots. Create sharp detailed shots with a long depth of field. The tabletop monopod is ideal for getting the sharpest picture possible.

*Tabletop Monopod (MP-16) – More control than a tripod without the legs*

- 2.5" padded clamp with molded knob.
- Main knob is geared for easy tilting and easy control.
- Tilt from horizontal to 115-degree angle.
- 2-section aluminum columns extend to a maximum 16 inches high or get close for macro photography.
- Universal ballhead attaches to your camera like a tripod.
- Supports cameras up to 2-3 pounds.

"We take the guess work out of the finding the necessary equipment to create professional looking photos", said Danica Mazon, co-founder of Sharpics. "Whether you're a pro or novice photographer, you can benefit from its compact design".

### **3-Light Tabletop Photography System: Model CTS-400 SRP \$379.95.**

The Tabletop Photography System is ideal for photographing a variety of products including small electronics, collectibles, packaged goods, computer accessories, food, books, clothing accessories, musical instruments and more. Besides online applications, the studio system is great for designing print catalogs, marketing and promotional materials, and art projects.

### **About Sharpics**

Based in San Diego, Calif., Sharpics, Inc. is a privately owned company and is responsible for all facets of its product development – from conception to completion. Sharpics' products are available for purchase at a variety of specialty retailers throughout the United States or online. To purchase online, please visit [www.sharpics.com](http://www.sharpics.com) for more information.

