



Press Release

19.09.2016

Sony and Profoto announce Collaboration and first interoperable product for serious photographers

At Photokina 2016 in Cologne, Germany, Sony today announced a collaboration with Profoto with the aim of providing visionary photographers a platform to bring their creative and ambitious visions to life.

This collaboration allows for optimised compatibility between Profoto flashes and light shaping tools and Sony interchangeable lens cameras (ILC). Sony has licensed the technical specifications for threeⁱ of its ILC models to Profoto which enables them to develop product which provides a rich light shaping experience for Sony α camera users.

Yosuke. Aoki, Head of Pan European Product Marketing, Digital Imaging and Vice President of Sony Europe Ltd. commented: "The passion for enabling great photography is one that we share with Profoto and we are excited that Sony α users will be able to broaden their shooting possibilities."

The first product in the Profoto line-up to benefit from the collaboration is the Profoto Air Remote TTL-S that wirelessly integrates a Profoto Air TTL flash with select Sony α camerasⁱ. Air Remote TTL-S is a small, wireless radio transmitter that attaches to the Sony camera's hotshoe. The remote allows TTL metering with any Profoto AirTTL flash. In TTL Mode, the user just points and shoots, and the Air Remote TTL-S will communicate with the flash to automatically give a perfect exposure. The Air Remote TTL-S also comes with patent-pending Profoto High-speed Sync technology – faster, more powerful and more consistent than any other HSS solution on the market.

The Air Remote TTL-S system will be available globally in early 2017, priced at approximately €310. Full technical details can be seen [here](#).

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$72 billion for the fiscal year ended March 31, 2016. Sony Global Web Site: <http://www.sony.net/>

About Profoto AB

Profoto was founded in Stockholm in 1968 by photographer and engineer Eckhard Heine and photography equipment retailer Conny Dufgran. Their relationship began when Conny sold Eckhard a flash that didn't work. Annoyed with the faulty unit, Eckhard went home to invent a new type of flash. He returned a couple of weeks later with a superior unit. A few years after that, Eckhard and Conny exhibited the first Pro-1 generator at the Photokina trade show in Cologne. It was an instant success. Profoto was born. With a bang.

Profoto still believe that a Light Shaping Tool should feel right, sound right, and be aesthetically pleasing. Just like the painter's brush or the musician's instrument, its form should reflect its function. Profoto will never let technology rule over the artist. Their tools are not obstacles but lighting solutions, designed to help you turn your ambition into reality.

ⁱ Current compatible cameras are α 7 II, α 7R II and α 7S II