VITEC IMAGING SOLUTIONS



Vitec Imaging Solutions wins Nine Red Dot Design Awards 2018 for its premium brands: Manfrotto, Gitzo, Joby and Lowepro, confirming the company's competence in delivering exceptional product design solutions and in leading market innovation.

Cassola, 9th April 2018. We are proud to communicate the **Red Dot** Jury has assigned **9 Design Awards** to four different consumer brands belonging to **Vitec Imaging Solutions**.

Since 1955, Red Dot has nominated the world's best product designs, basing on the criteria of **quality**, **functionality**, **innovation**, **ergonomics** and **durability**.

In the 2018 edition, more than 40 Jurors assessed over 6,300 products, submitted by manufacturers of 59 different countries. To win a Red Dot Award means conceiving more than just an interesting product. Red Dot Awards are a symbol of remarkable functionality, only attained by designers who can fully understand their clients and their needs.

Vitec Imaging Solutions outperformed the competition for the quality, innovation and design, affirming the company ability of developing innovative solutions for imaging application under different brands who addresses professional photographers, imaging enthusiasts and the fast growing segment of video markers and independent content creators. Vitec is continuously investing in innovative devices to serve the emerging market trends, focussing on increased demand of video creation and consumption, developing pioneering technology like Manfrotto Nitrotech and expanding the line-up of World Famous Joby Gorillapod to rig for vlogging mobile journalism solutions.

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MANFROTTO BEFREE ADVANCED



Befree Advanced is the ultimate foldable tripod dedicated to advanced hobbyist photographers who want maximum performance, even when travelling. High portability, solidity, easy set-up and operation are its features. Befree Advanced introduces the M-lock, for extremely fast and easy tripod setup. A new ergonomic leg-angle selector designed to be used by both right and left-handed photographers, to change shooting perspectives intuitively and precisely.

GITZO FLUID GIMBAL HEAD



The Fluid Gimbal Head is ideal for wildlife photography and birdwatching, guaranteeing perfect balance even with heavy equipment. Harmonic lines, Gitzo's distinctive Noir Décor finish and extreme attention to detail meet the latest technological breakthrough, fluid cartridge and fluidity control system, making this head the perfect blend of aesthetic appeal and performance. The Whip-Pan mechanism, an innovative fluid control system, delivers superlative device control with high-speed movements. The head is made of lightweight magnesium body and features soft-touch ergonomic knobs and Arca-type quick release.

MANFROTTO LUMIMUSE8 LED WITH BLUETOOTH



The new Lumimuse 8 has built-in Bluetooth Wireless Technology allowing you to control the light output from 0-100% from your iOS device, through a free dedicated app available to download at the App Store. Simply add the Lumimuse App to your widget 'Today' screen and control the light output from 0-100%.

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MANFROTTO NITROTECH N12 FLUID VIDEO HEAD



The Nitrotech N12 fluid video head features state-of-the-art technology consisting in a Nitrogen piston mechanism and continuous counterbalance system that enables the precise control of a camera and accessories from 4 kg to 12 kg. The variable fluidity function on both pan and tilt allows smooth, judder-free movement.
The 3/8” Easy Link is equipped with an anti-rotation connector enabling an external monitor or other accessories to be fitted. The sliding plate attachment side-lock mechanism allows safe, quick and easy camera attachment.

GITZO ADVENTURY



Gitzo completes its bag range with the new premium outdoor backpacks dedicated to outdoor activities.
The 45 lt size is perfect to protect DSLR with up to 600 mm lenses attached and additional lenses or a DJI Phantom Drone plus accessories. The 30 lt size is perfect for camera with 70-200 mm lens attached and second camera body plus additional lenses or long lens up to 400 mm. Both bags provide back side access to gear compartment, expandable roll-top to hold various amount of personal effects. The Collection can carry big tripod like Gitzo Systematic series and is full of outdoor features like daisy chains and infinity pockets, plus laptop compartments.

MANFROTTO PRO LIGHT CINEMATIC





The Cinematic family is designed for a one-man-band & run and gunner who needs to carry everything in 1 bag to get the job done. It comes in 2 versions. The Cinematic Expand can expand to perfectly fit the modular camcorder w/ high handle. The Cinematic Balance carries your DSLR/CSC and DJI Ronin M/MX all in 1 bag. They come with a dedicated connection to fluid monopod and carry-on compatible.

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LOWEPRO DRONEGUARD BACKPACK 250



The DroneGuard BP 250 specialized backpack provides rugged protection for your DJI Mavic Pro system, 15” laptop, 10” tablet and other camera gear. Flexible dividers securely house DJI Mavic Pro, transmitter, up to 5 extra batteries, 15” laptop and 10” tablet with additional space for Osmo and 2 GoPros or mirrorless kit plus personal items. Compression-molded FormShell™ technology protects gear from impact without added weight or bulk. CradleFit™ pocket suspends and protects 15” laptop and up to 10” tablet. Exterior SlipLock™ compatible strap system for additional storage.

JOBY GORILLAPOD MOBILE RIG™



The GorillaPod Mobile Rig™ offers more ways to mount multiple devices including mics, lights, and secondary cameras to create pro-grade smartphone videos, vlogs and YouTube® content. Patented GorillaPod ball and socket design with rubberized grips provides endless flexibility and quick adjustability.
Easily adjust tilt and landscape-to-portrait mode as appropriate for live streaming, vlogging, Snapchat and Instagram stories. Add up to 3 additional devices like mics, lights and action cameras via ¼ "-20 connections.

JOBY GORILLAPOD RIG™



The GorillaPod Rig offers more ways to mount multiple devices including mics, lights, and secondary cameras. Now, users can mount additional devices to their DSLR or mirrorless set-up to create pro-grade video. Patented GorillaPod ball and socket design with rubberized grips provides endless flexibility and quick adjustability
Secure primary camera plus two additional devices totaling up to 5kg (11lbs). Precision engineered ball head with Arca-Swiss® compatible quick-release plate provides 360° degree rotation and 90 degree tilt. Quick-release carry/mounting strap.

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The 9 Red Dot Design Awards assigned to Vitec Imaging Solutions could only be attained thanks to the company's continuous engagement in improving product functionality, design and innovation. We shall praise R&D and innovation departments, and all the teams who made The Vitec Group so successful at the 2018 edition of Red Dot.

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