


Profoto



SIX SHOTS AND HOW TO
RECREATE THEM YOURSELF

GET THE SHOT!

FEATURING ANDREA BELLUSO,
FREDERICO MARTINS, FREDERIC
SCHLOSSER, JEREMY SNELL,
JUSTIN & MARY AND
VICTORIA WILL

A COMPACT AND PORTABLE SOLUTION



THE SHOOT

German car photographer Frederic Schlosser drove from his hometown Frankfurt, Germany, to Prague, Czech Republic. Frederic drove a classic sports car from the 1970s, while his assistant drove a contemporary model of the same car. In the trunk: Frederic's camera, his Profoto B1 Location Kit and a Softbox RFi 1x4'. The plan: shoot the two cars on location with the beautiful, old buildings in the background.

THE CHALLENGE

Shooting cars is challenging. Cars are big, shiny and oddly shaped. Shooting cars on location is even more challenging. In Frederic's case, things were further complicated by the fact that he did not have a chance to scout the location beforehand. "Luckily for us, working with the B1 is really fast and easy," says Frederic. "You don't need much time to prepare. In our case, we just drove around the city and stopped when we found a nice spot. The B1 Location Kit is also very compact. Everything fitted perfectly in the trunk of the car."

THE SOLUTION

Frederic and his team stayed up all night. When the sun started to rise, they equipped a B1 off-camera flash with a Softbox RFi 1x4'. Frederic's assistant lit the back of the car, and Frederic snapped a shot. They moved the light and snapped another one, and so on. When the entire car had been lit, bit by bit, Frederic composited the images in Photoshop and made it look as if the car was moving. "I use different Light Shaping Tools depending on what car I shoot," says Frederic. "With a car such as this, I use soft light to bring out its soft curves."

THE GEAR

- 1 x B1 Location Kit
- 1 x Softbox RFi 1x4'
- 1 x Air Remote

©FREDERIC SCHLOSSER

Photographer: Frederic Schlosser
Location: Prague, Czech Republic
www.fredericschlosser.de



"I use different Light Shaping Tools depending on what car I shoot," says Frederic. "With a car such as this, I use soft light to bring out its soft curves."

THE B1 LOCATION KIT. WITH TTL. WITHOUT CORDS.

The Profoto B1 is not a stay-at-home flash. Its TTL function shines the brightest in challenging lighting conditions. Its cordless operation unleashes your creativity and makes it want to run free in the wild.

The B1 Location Kit was designed with this in mind. Bring it with you wherever your creativity leads you. Who knows where it will take you?

The kit includes:

2 x B1 500 AirTTL

Cordless, battery-powered off-camera flash with TTL. Easy to use yet powerful and versatile.

2 x Li-Ion Battery

This powerful and exchangeable battery will provide 220-50,000 flashes in a single charge depending on your flash output.

1 x Fast Charger 4.5A

The Fast Charger will fully recharge the Li-Ion Battery in only one hour. Plus it is safe and very easy to use.

1 x Car Charger 1.8A

Plugs into a standard car cigarette connector and recharges the Li-Ion Battery in two hours.

BackPack M

A tailor-made backpack with comfortable carrying straps, adjustable compartments and side pockets for carrying stands.

Air Remote TTL-C for Canon and Air Remote TTL-N for Nikon is sold separately. The also separately sold Air Remote and Air Sync can be used with any camera, but does not provide TTL functionality.



**BEST PROFESSIONAL
LIGHTING SYSTEM**
Profoto B1
Off-Camera Flash

BEAUTIFUL LIGHT ON LOCATION



THE SHOOT

Hawaii-based photographer Jeremy Snell was asked to shoot a series of promotional images for the charity organization Serving Orphans Worldwide. The assignment required Jeremy to travel to Nairobi to photograph the children living at one of the organizations many orphanages. "I grew up traveling, so photographing people from all over the world is a natural thing for me," says Jeremy. "I've always known I wanted to be a humanitarian photographer ever since."

THE CHALLENGE

Traveling all the way from Hawaii to a faraway town in Nairobi, Jeremy needed his lighting equipment to be portable and lightweight. It was essential that the gear was easy to work with. "It has to be fast and allow me to focus on what's in front of me," says Jeremy. It was also important that the equipment was powerful enough to overpower the harsh African sun. Another requirement was that the flash was battery-powered.

THE SOLUTION

Jeremy used two lights to create this image. His main light was a B1 off-camera flash standing camera left, quite high up on a stand, looking down at the girl. The main light was equipped with the small yet deep and parabolic Umbrella Deep S White plus a diffuser. There was a second B1 inside the building, standing in the girl's bedroom, flashing through the window and hitting the wall to the right. "I use umbrellas more than any other Light Shaping Tool when travelling," says Jeremy. They're the most compact and the easiest to use. You just pull them out, stick them on your flash, and immediately you have beautiful, soft light."

THE GEAR

- 1 x Profoto Umbrella Deep S White + Diffuser
- 2 x Profoto B1 off-camera flashes
- 1 x Profoto Air Remote

©JEREMY SNELL

Photographer: Jeremy Snell
Location: Nairobi, Kenya
www.jeremysnell.com



"I use umbrellas more than any other Light Shaping Tool when travelling," says Jeremy. They're the most compact and the easiest to use."

NEW



UMBRELLA DEEP & SHALLOW. EIGHTEEN MODELS. TWO SHAPES. INFINITE POSSIBILITIES.

Profoto Umbrellas are available in eighteen unique models and two shapes: deep & shallow.

Umbrella Deep has a deeper, more parabolic shape than the average umbrella. The deeper shape gives the photographer better control of the light spread. It also allows the photographer to focus and shape light by simply sliding the umbrella shaft in its holder.

Umbrella Shallow is remarkably reliable and sturdy for its small size and lightweight. The fabrics have been selected to provide a superior quality of light over years of heavy-duty use, and the metallic elements have been surface treated to prevent rust and discoloration.

- Available in eighteen unique models.
- Two shapes: Umbrella Deep & Umbrella Shallow.
- Four sizes: Small, Medium, Large & XL.
- Three fabrics: Silver, White & Translucent.
- Finest heat resistant, high-quality fabrics.
- Surface treated metallic elements to prevent rust and discoloration.

Flip to page 14 for a complete product list!

TURNING CHALLENGE INTO OPPORTUNITY



THE SHOOT

Justin & Mary were shooting a wedding at Yale University. This was not a staged fashion shoot but a real wedding. The happy couple was coming out of the ceremony – a moment Justin & Mary definitely had to capture. It was December so they knew it would be dark and cold. But what they did not know was that it would snow so much. But being the professionals that they are, Justin & Mary found a solution.

THE CHALLENGE

"We figured we had about three or four minutes to get our shot," says Justin. "After that, the bride's hair would be soaked through and ruined." In addition to the extremely limited amount of time, there was also an issue with the ambient light. The street lamps outside the church flooded the scene with a warm, beautiful light. But the color temperature did not match that of their flash. Something had to be done.

THE SOLUTION

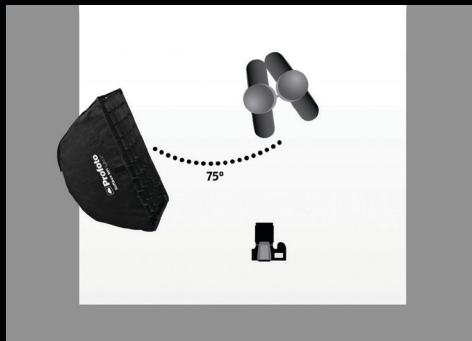
Justin & Mary grabbed a stand with an RFi Speedlight Speedring, a speedlight with a CTO color gel, and a Softbox RFi 1.3x2'. The stand was placed one and a half meters from and 75° to the left of the wedding couple. A Softgrid was added to minimize the spill on the ground. That was it. Justin & Mary had their shot. "I instantly uploaded the image on our Facebook page," says Mary. "Ten minutes later, we had 1,000 likes. I think that's a cool example of how, if you have the right tools, you can turn something that is supposed to be a bad thing into something beautiful that resonates with people."

THE GEAR

1 x Profoto Softbox RFi 1.3x2' + Softgrid
1 x Profoto RFi Speedlight Speedring
1 x speedlight + CTO color gel

©JUSTIN & MARY

Photographer: Justin & Mary
Location: Yale University, Connecticut, US
www.justinmarantz.com



"We figured we had about three or four minutes to get our shot," says Justin. "After that, the bride's hair would be soaked through and ruined."



RFi SOFTBOXES IN ALL SIZES AND SHAPES FOR ALL MAJOR FLASH BRANDS.

A softbox for every need

RFi softboxes come in thirteen models and four shapes: rectangular, square, octagonal and strip.

Use your old flash brand in a brand new way

The speedring adaptors make the RFi softboxes compatible with well over 20 different flash brands, including speedlights.

Shape light with precision

Optional accessories, such as Softgrids, Flat Front Diffusers and StripMasks, allow for even more precise light shaping.

Focus your energy where it is needed

Color-coded speedrings and Velcro attachments result in hassle-free assembly and disassembly. No tools or pre-assembly needed.

Experience the light quality

Double-layered diffusers create a softer, more even light spread. The silver interior provides a higher output and a crisper character.

Stop worrying about your equipment

Each unit is hand-sewn with heat resistant, high-quality fabrics. Seam lines, edges and corner pockets are reinforced.

Flip to page 14 for a complete product list!

LIGHT SHAPING WITH SPEEDLIGHTS



THE SHOOT

Photographer Andrea Belluso was given the following assignment: go to the gym and use the new Profoto RFi Speedlight Speedring to shoot a dramatic portrait. A straightforward assignment, it may seem, but with a couple of complicating factors. "It's not easy to create a feeling of drama and suspense in a gym," says Andrea. "It's a very sterile environment. You also have this cold, white light bouncing around all over the place."

THE CHALLENGE

The biggest challenge for Andrea was to achieve a dramatic feel in a sterile environment. It was further complicated by the fact that he had to use speedlights. "Speedlights are great for many reasons, but they don't give you the same amount of control that I'm used to," says Andrea. "For instance, in this case I needed a soft and even light. That isn't something you traditionally associate with speedlights."

THE SOLUTION

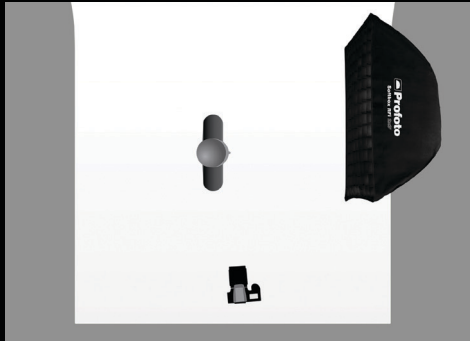
Andrea decided to use a dramatic sidelight. This would effectively eliminate the environment and bring the model in focus. He used a gridded Profoto Softbox RFi 2x3' to achieve this effect. The softbox was mounted on a Profoto RFi Speedlight Speedring together with two speedlights. Both speedlights were angled toward the sides of the softbox to create an even softer and wider light spread. Finally, to sync his camera with his lights, Andrea attached an Air Sync to the speedring and another one on the hot shoe of his camera.

THE GEAR

- 1 x Profoto Softbox RFi 2x3' + Softgrid
- 1 x Profoto RFi Speedlight Speedring
- 2 x Profoto Air Sync
- 2 x speedlights of any brand

©ANDREA BELLUSO

Photographer: Andrea Belluso,
Location: The gym, downtown Stockholm, Sweden
www.belluso.com



Andrea decided to use a dramatic sidelight. This would effectively eliminate the environment and bring the model in focus. He used a gridded Profoto Softbox RFi 2x3' to achieve this effect. The softbox was mounted on a Profoto RFi Speedlight Speedring together with two speedlights.



THE RFi SPEEDLIGHT SPEEDRING: THE SPEEDLIGHT USER'S KEY TO THE WORLD OF LIGHT SHAPING.

Speedlights are great for many reasons, but being able to create a soft and shapeable light is not one of them. Profoto offers a simple solution to this problem: a speedring that makes the RFi softboxes compatible with speedlights of any brand.

- Get access to the entire range of RFi softboxes.
- Mount a softbox on your speedlight and create a soft and flattering light.
- Attach two speedlights and light up an even larger softbox.
- Slide and tilt the speedlights inside the softbox to eliminate hotspots.
- Tilt, rotate 360° and adjust the softbox height wise on the fly.
- Explore light shaping.

Flip to page 14 for a complete product list!

SHAPING SUNLIGHT



THE SHOOT

Fashion photographer Frederico Martins was asked to do a cover story for Elle about a solitary girl wandering around the island of Fuerteventura. Knowing that he would be out in the sun on location, Frederico brought a number of different reflectors. "Working with reflectors is a more natural approach," he says. "You get a natural look and feel with very little effort."

THE SOLUTION

The biggest challenge was the strong winds. But Profoto's Collapsible Reflectors withstood the challenge. "Profoto's Collapsible Reflectors have handles and are sturdier and more rigid than other reflectors I've worked with," says Frederico.

THE GEAR

Profoto's Collapsible Reflectors are available with six different textures. This is how Frederico used them:

"The white side reflects the light in a very natural way so I mostly used it for lighting up and controlling the shadows," he says.

"The silver side was used when I wanted a strong, slightly underexposed image with, let's say, darker skin tones and a deep blue sky. In these cases, I placed the reflector quite far from the model so that I got a low powered yet shiny light that brought life to the darker areas.

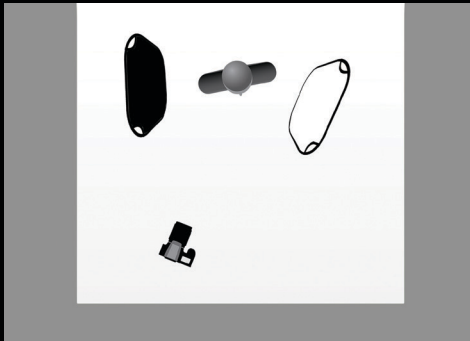
"The translucent reflector was used as a diffuser. I put it over the model with the sunlight shining through, which gives you this nice, fresh and soft light.

"I didn't use the black or the gold side on Fuerteventura. But the former is obviously used to flag off light, and I've previously used the gold side when shooting black & white. It gives you this really nice, almost bronzy kind of feel.

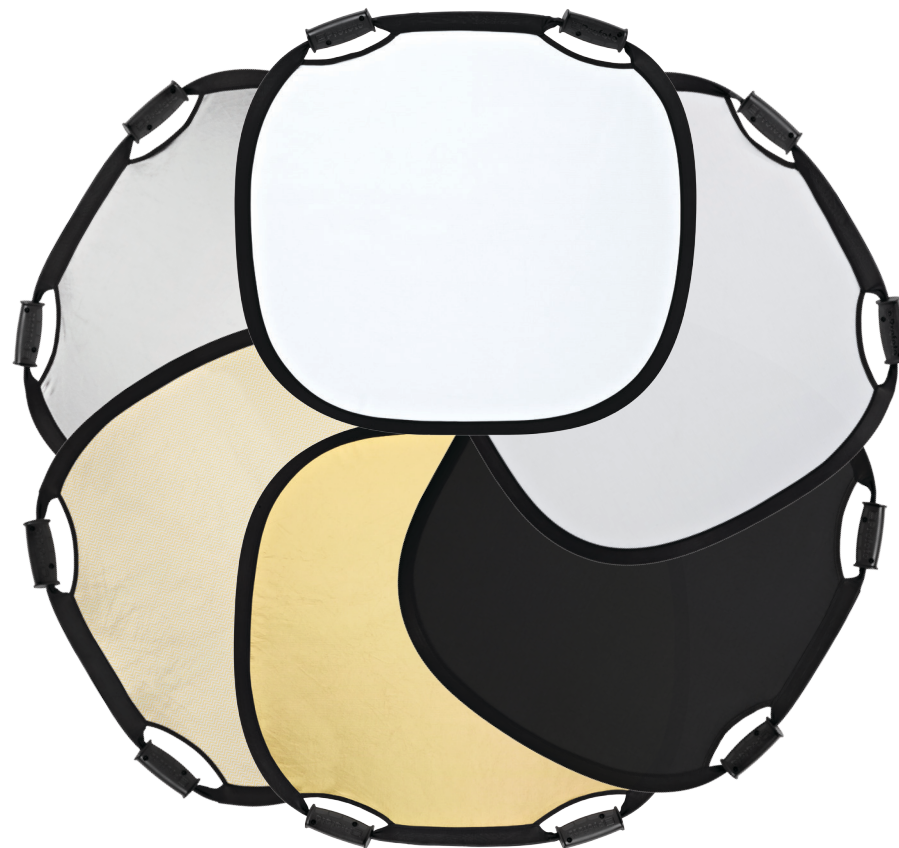
"My personal favorite, however, is the SunSilver side. It's not as cold as the silver reflector and it is not as obvious as the gold side. It's right in between and I think it's just perfect."

©FREDERICO MARTINS

Photographer: Frederico Martins
Location: The beach, Fuerteventura, Spain
www.fredericomartins.net



"Profoto's Collapsible Reflectors have handles and are sturdier and more rigid than other reflectors I've worked with," says Frederico.



SHAPE SUNLIGHT OR BOUNCE FLASH LIGHT WITH THE COLLAPSIBLE REFLECTORS.

Working with Profoto's Collapsible Reflectors is light shaping in its most uncomplicated form. They are easy to use, easy to carry and can be used for bouncing or diffusing sunlight as well as flash light. The sturdy yet collapsible metal frame is equipped with two ergonomically shaped handles, which make the reflectors easy to fold and hold in various positions.

- Shape sunlight or bounce flash light.
- Ergonomically shaped handles make the screens easy to fold and hold.
- Unique squircle-shape.
- Sturdy yet easily foldable metal frame.
- High-quality fabrics.
- Available in five versions: Silver/White, SunSilver/White, Gold/White, Black/White and Translucent.
- Available two sizes: Medium (33"/80 cm) and Large (47"/120 cm).

Flip to page 14 for a complete product list!

VICTORIA WILL'S MOMENT WITH BRAD PITT



THE SHOOT

It was 2013 and Brad Pitt was in New York City to promote his new movie *World War Z*. Journalists and photographers had been invited to a press junket at local hotel. One of them was celebrity photographer Victoria Will. "These kinds of shoots are always a challenge," says Victoria. "They don't tell me what kind of room we'll shoot in, what clothes the subject will wear or how much time we'll have."

THE CHALLENGE

When Victoria opened the door to the room she had been assigned to, she discovered a box-like space with floral wallpaper and no furniture except for a huge table with chairs. Something had to be done – fast. She pushed the furniture against the wall. She searched the adjacent rooms, found a chaise longue and placed it where the light was coming in through the window. She quickly unpacked her D1 monolights and her Light Shaping Tools. When the famous actor walked into the room a few minutes later, Victoria was good to go. "I guess I was on my game that day," she laughs.

THE SOLUTION

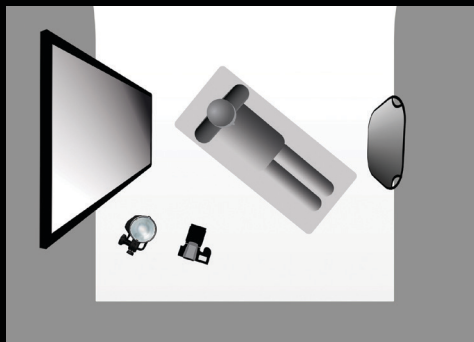
Victoria asked the actor to relax in the chaise longue. The sun was shining through the window on camera left, but it was not quite enough. Victoria added a bareheaded D1 monolight and angled it upwards, so that its light bounced off the white ceiling and wrapped itself softly around the actor. Finally, she had her assistant standing behind and to the right of the chaise longue, holding a silver-sided Collapsible Reflector to create a little bit of edge light. A couple of minutes later, she got her shot.

THE GEAR

1 x Profoto D1 1000 Air
1 x Profoto Collapsible Reflector Silver/White M
1 x Profoto Air Remote

©VICTORIA WILL

Photographer: Victoria Will
Location: New York, US
www.victoriawill.com



"These kinds of shoots are always a challenge," says Victoria. "They don't tell me what kind of room we'll shoot in, what clothes the subject will wear or how much time we'll have."



THE PROFOTO D1. READY TO GO PRO?

Celebrity photographer Victoria Will needs a flash that shines as bright as the stars she shoots. Boasting a generous 7 f-stop power range, action-stopping short flash durations, and color stability comparable with that of a high-end studio generator, the D1 monolight is her tool of choice.

- Compatible with a wide assortment of Light Shaping Tools.
- Compact and lightweight.
- Built-in reflector makes it safe and easy to use.
- Wide 7 f-stop power range in 0.1 f-stop steps.
- Short flash duration even on the high power settings.
- Fast recycling times.
- Available with Air – the world's fastest system for remote radio sync and control.
- Designed to withstand years of everyday use.

D1 Studio Kit

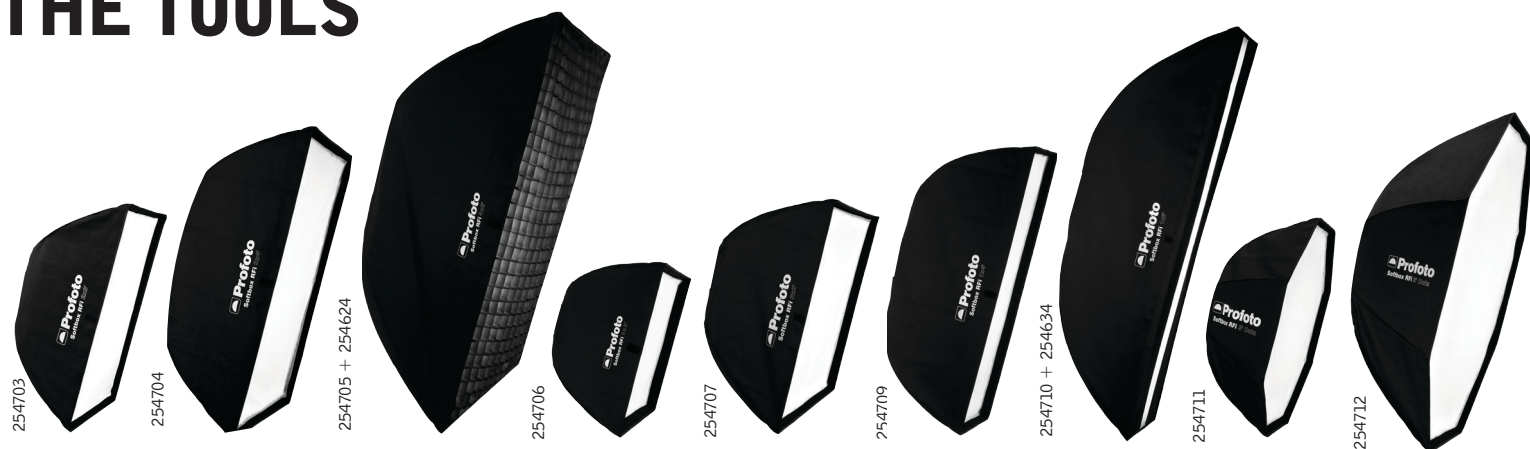
2 x D1 monolights
2 x Umbrella S White
2 x D1 Kit Stands
1 x Air Remote
Bag M
Power cables

D1 Studio Kit 3 Heads

3 x D1 monolights
1 x Softbox RFi 1.3x2'
1 x Softbox RFi 2x3'
2 x RFi speedrings
1 x D1 Grid 10°
3 x D1 kit stands
1 x Air Remote
Trolley Bag L
Power cables

Flip to page 14 for a complete product list!

THE TOOLS



RFi Softboxes	PN	RFi Softgrids	PN	RFi Stripmasks	PN	RFi Diffusers	PN
Softbox RFi 1x1,3' (30x40cm)	254701	Softgrid 50° 1x1,3'	254620	-	-	RFi Flat Front Diffuser 1x1,3'	254635
Softbox RFi 1,3x2' (40x60cm)	254702	Softgrid 50° 1,3x2'	254621	-	-	RFi Flat Front Diffuser 1,3x2'	254636
Softbox RFi 2x3' (60x90cm)	254703	Softgrid 50° 2x3'	254622	-	-	RFi Flat Front Diffuser 2x3'	254637
Softbox RFi 3x4' (90x120cm)	254704	Softgrid 50° 3x4'	254623	-	-	RFi Flat Front Diffuser 3x4'	254638
Softbox RFi 4x6' (120x180cm)	254705	Softgrid 50° 4x6'	254624	-	-	RFi Flat Front Diffuser 4x6'	254639
Softbox RFi 2x2' (60x60cm)	254706	Softgrid 50° 2x2'	254625	-	-	RFi Flat Front Diffuser 2x2'	254640
Softbox RFi 3x3' (90x90cm)	254707	Softgrid 50° 3x3'	254626	-	-	RFi Flat Front Diffuser 3x3'	254641
Softbox RFi 1x3' (30x90cm)	254708	Softgrid 50° 1x3'	254627	Stripmask 7cm 1x3'	254632	-	-
Softbox RFi 1x4' (30x120cm)	254709	Softgrid 50° 1x4'	254628	Stripmask 7cm 1x4'	254633	-	-
Softbox RFi 1x6' (30x180cm)	254710	Softgrid 50° 1x6'	254629	Stripmask 7cm 1x6'	254634	-	-
Softbox RFi 3' Octa (90cm)	254711	Softgrid 50° 3' Octa	254630	-	-	-	-
Softbox RFi 4' Octa (120cm)	254712	Softgrid 50° 4' Octa	254631	-	-	-	-
Softbox RFi 5' Octa (150cm)	254713	Softgrid 50° 5' Octa	254632	-	-	-	-



RFi Speedrings	PN
RFi speedring adapter Profoto	100501
RFi speedring adapter Elinchrom	100503
RFi speedring adapter Bowens / Calumet / Aurora / Fomex	100504
RFi speedring adapter AlienBees / WhiteLightning / Einstein / Zeus	100505
RFi speedring adapter Hensel Expert	100506
RFi speedring adapter Broncolor Pulso	100507
RFi speedring adapter Multiblitz Profilux	100508
RFi speedring adapter Photogenic	100509
RFi speedring adapter Speedotron	100510
RFi speedring adapter Comet	100511
RFi speedring adapter Lumedyne / Quantum / Sunpak 120J / Norman	100512
RFi speedring adapter Dynalite 2	100513
RFi speedring adapter Sunstar	100514
RFi speedring adapter Broncolor Visatec	100515
RFi speedring adapter Novatron 2	100516
RFi speedring adapter Multiblitz Varilux	100517
RFi speedring adapter Photona	100518
RFi speedring adapter Propet A	100519
RFi Speedlight Speedring	100520

Collapsible Reflectors	PN
Reflector Silver/White M (80cm/32")	100960
Reflector Silver/White L (120cm/47")	100961
Reflector SunSilver/White M (80cm/32")	100962
Reflector SunSilver/White L (120cm/47")	100963
Reflector Gold/White M (80cm/32")	100964
Reflector Gold/White L (120cm/47")	100965
Reflector Black/White M (80cm/32")	100966
Reflector Black/White L (120cm/47")	100967
Reflector Translucent M (80cm/32")	100968
Reflector Translucent L (120cm/47")	100969



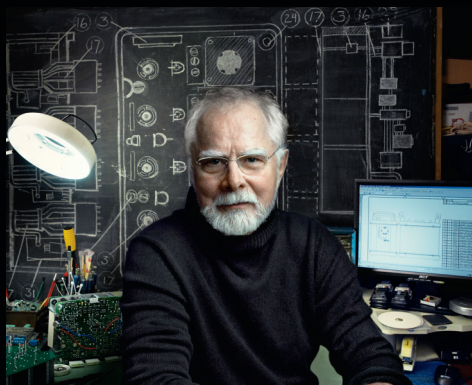
Umbrella Deep & Shallow	PN
Umbrella Shallow White S (85cm/33")	100971
Umbrella Shallow Silver S (85cm/33")	100972
Umbrella Shallow Translucent S (85cm/33")	100973
Umbrella Shallow White M (105cm/41")	100974
Umbrella Shallow Silver M (105cm/41")	100975
Umbrella Shallow Translucent M (105cm/41")	100976
Umbrella Deep White S (85cm/33")	100983
Umbrella Deep Silver S (85cm/33")	100984
Umbrella Deep Translucent S (85cm/33")	100985
Umbrella Deep White M (105/41")	100986
Umbrella Deep Silver M (105/41")	100987
Umbrella Deep Translucent M (105/41")	100988
Umbrella Deep White L (130cm/51")	100977
Umbrella Deep Silver L (130cm/51")	100978
Umbrella Deep Translucent L (130cm/51")	100979
Umbrella Deep White XL (165cm/65")	100980
Umbrella Deep Silver XL (165cm/65")	100981
Umbrella Deep Translucent XL (165cm/65")	100982

Umbrella Diffusers	PN
Umbrella S Diffusor -1.5	100990
Umbrella M Diffusor -1.5	100991
Umbrella L Diffusor -1.5	100992
Umbrella XL Diffusor -1.5	100993

Umbrella Backpanels	PN
Umbrella S Backpanel	100994
Umbrella M Backpanel	100995
Umbrella L Backpanel	100996
Umbrella XL Backpanel	100997

WE ARE PROFOTO. THE LIGHT SHAPING COMPANY.

Profoto was born almost 50 years ago in Stockholm, Sweden, when two passionate photographers decided to build the best flash system ever made. Today, our products are used by the best in the industry. Whether it is on a billboard or in a fashion magazine, there is a good chance that the image you are looking at was created with the help of our tools.



Profoto was founded by Eckhard Heine and Conny Dufgran. Eckhard is sadly no longer with us, but Conny is still a driving force behind the company. Here he is, shot by world-famous photographer Annie Leibovitz for our 40th anniversary.



The B1 Off-Camera Flash	PN
B1 500 AirTTL Kit	901094
B1 Location Kit	901092
Air Remote TTL-C (for Canon)	901039
Air Remote TTL-N (for Nikon)	901040
Li-Ion Battery for B1	100323
Battery Charger 2.8A	100308
Fast Charger 4.5A	100309
Car Charger 1.8A	901087
BackPack M	330223
Bag XS	330224
Accessory Pouch	330226



901051 / 901059 / 901053 / 901074 / 901054



901086 / 901087 / 901088



D1 Studio Kit	PN
D1 Studio Kit 250/250 Air	901051
D1 Studio Kit 250/500 Air	901059
D1 Studio Kit 500/500 Air	901053
D1 Studio Kit 500/1000 Air	901074
D1 Studio Kit 1000/1000 Air	901054

D1 Studio Kit 3 Heads	PN
D1 Studio Kit 250/500/500 Air	901086
D1 Studio Kit 500/500/1000 Air	901087
D1 Studio Kit 500/1000/1000 Air	901088

More D1 Studio Kit configurations and accessories can be found at www.profoto.com

GO WIRELESS WITH AIR

Take full control of your flashes or fire your camera from up to 300m (1,000ft) away. Shoot without any cords and stay moving.

All this is possible thanks to Air – the world's fastest system for remote radio sync and control. Now also with Nikon and Canon TTL options!

Air	PN
Air Remote TTL-C (for Canon)	901039
Air Remote TTL-N (for Nikon)	901040
Profoto Air Remote	901031
Profoto Air Sync	901032
Profoto Air Sync Kit (incl. 2 Profoto Air Sync)	901035

A complete list of Sync cables and Release cables can be found at www.profoto.com



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PAGE 12




GET THE SKILLS. GET THE TOOLS. GET THE SHOT!


You need two things to realize the image you have pictured in your mind: the skills and the tools.

This brochure will provide you with both. Flick through the pages and six professional photographers will tell you about how these six striking images were created.

The Light Shaping Tools that these photographers used are compatible with most major flash brands, and the tricks that are revealed can be applied to any kind of photography.

Stay connected and learn more about light shaping! View all our products on profoto.com

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 [@profoto](https://twitter.com/profoto)

 [@profotoglobal](https://www.instagram.com/profotoglobal)

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The Light Shaping Company[™]