Phase One and Profoto Deliver Camera & Lighting Control **Breakthrough for Professional Photographers**

A Powerful New Tethered Shooting Option with Capture One Pro/DB 7

COPENHAGEN and STOCKHOLM, June 17, 2013 -- Phase One and Profoto today announced that their technical collaboration has produced an unprecedented integration of simultaneous image capture and light control.

Now photographers can link their Profoto studio light to the aperture or ISO settings of their DSLR or medium format camera system. While shooting tethered in Capture One Pro, any changes to the aperture on the camera will cause the light intensity of the studio light to automatically compensate an equivalent f-stop. For example, if the photographer switches from f/8 to f/5.6, the light will drop one f-stop, so that the image is not overexposed. The solution lets photographers easily define which groups of lights should be included in the linking, making it a powerful and flexible work tool.

"Capture One Pro was designed to satisfy the needs of professional photographers," said Henrik O. Håkonsson, CEO & President, Phase One. "Our collaboration with Profoto and the success of our capture and lighting integrations offer unprecedented lighting control during capture. This solution is especially great for portrait photographers who want to vary their depth of field; they can just turn the aperture dial and the light intensity will follow to ensure the right exposure."

Anders Hedebark, CEO, Profoto added: "Since our initial capture and lighting integration projects with Phase One, photographers have encouraged us to do more in this area. Capture One Pro is a great platform from which to empower our customers with better tools to manage their professional light gear."

Two years ago, the companies announced their first image capture and light control integration solution available in Capture One Pro 6. It provided remote access for wireless control of Profoto lighting equipment from within the Capture One application.

Availability and Pricing

The new image capture and lighting integration solution is available now for Mac OS. It requires Capture One Pro 7.1.2 or Capture One DB (digital back) 7.1.2 or later and a Profoto Studio plugin for Capture One. The Capture One software is available from Phase One at http://www.phaseone.com/software or from one of its authorized dealers. The Profoto Studio plugin download is available at http://www.profoto.com/capture-one.

The solution works with all Profoto lights with built-in Air Remote Control. For a list of compatible cameras please refer to: http://www.phaseone.com/camerasupport

About Profoto

Profoto is a Swedish company manufacturing flash equipment for the professional photo market. Established in 1968, Profoto is one of the leading flash manufacturers in the world, and counts among its customers a great many of the leading photographers and rental houses. Profoto is headquartered in Sundbyberg, north of Stockholm. For more information visit:

http://www.profoto.com; or contact the team at:

Twitter at https://twitter.com/Profoto

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About Phase One

Phase One is the world's leader in open-platform, high-end camera systems and solutions. Phase One cameras, digital backs and lenses are designed to deliver superior quality image capture and investment value. Phase One's Capture One and Media Pro software help streamline capture and post-production processes for both medium format and DSLR cameras. Phase One products are known for their quality, flexibility and speed enabling pro photographers shooting in a wide range of formats to achieve their creative visions without compromise.

Phase One is an employee-owned company based in Copenhagen with offices in New York, London, Tokyo, Cologne, Hong Kong, Shanghai, Sydney, and Tel Aviv.

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