



**FOR IMMEDIATE RELEASE:**

## **LUMIQUEST UNVEILS 8" X 9" SOFTBOX III FOR EVEN MORE SOFTNESS**

NEW BRAUNFELS, Texas—July 8, 2008

The new **LumiQuest SoftBox III** has roughly twice the diffusion surface of the company's best selling, original SoftBox. The 8" x 9" surface is over 25 times the size of today's most popular flash heads, producing much softer shadows. Like the original SoftBox, the **SoftBox III** is designed to fit a variety of flash units and is center weighted to provide more even illumination. While no compensation is required when shooting with TTL exposure control, the **SoftBox III** will interfere with the on flash auto exposure sensor and autofocus assist. "This is the largest SoftBox we offer and it is for use when shadow softness is more important than portability," stated Quest Couch, Chairman of LumiQuest and product designer. "The **SoftBox III** can be used on camera or off camera for even more professional results."



The **SoftBox III** is made in the USA of recycled and recyclable materials. It will be available in August at authorized LumiQuest dealers and will have a suggested retail price of \$44.95.



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