

## PRESS RELEASE

**Tokyo, Japan, March 1st, 2018** - Sekonic Corporation, a leader in design and engineering of innovative and sophisticated photographic light meters, announced today their latest addition to the growing family of light measuring tool, the **FLASHMATE L-308X**. Inspired by the popular legacy of the L-308 series, the FLASHMATE L-308X sports the familiar blend of compact and intuitive design that has made the L-308 series so popular. Joining still and cine/video shooters, the L-308X offers customized screen display, which truly meets the needs of every cross way of today's image maker.

The new FLASHMATE L-308X includes all features and functions you would expect from the latest generation 308 series, including the latest benefits of the L-308S and L-308DC. Sporting features such as the long awaited LCD backlight, Aperture (F) priority (photo mode), ISO 850 for cinema camera's native ISO, it's the most versatile and affordable photo/cine meter in the market.



"The versatility of today's DSLR cameras has expanded the capabilities and creativity of today's image makers at an amazing rate. With just one camera, today's shooters have become multi-media image-makers blending both still and moving images seamlessly for the ultimate in storytelling", stated Kenji Sawai, Executive Officer of Sales & Marketing. "Sekonic is a recognized leader in light control measuring tools for both still and motion picture industries". We have joined our expertise and years of experience to create the perfect hybrid entry-level light meter, ideal for a young generation of multi-talented, price conscious photographers, videographers and cinematographers."

First shipments are scheduled for March, 2018, with preliminary shipments to include (limited quantity) a color silicon grip providing a secure and protective cover while offering an ergonomic feel. (Color Options: red, yellow, orange, green, blue and gray).

### Key Features & Functions:

- Intuitive and compact design that fits into your pocket
- Three meters in one - Photo/HD Cine/CINE modes for all image makers
  - Photo Mode – (Ambient) T priority, F priority and EV modes (Flash) Cord and Cordless flash mode
  - HD Cine Mode – (Ambient) T priority, Lux/Fc mode, frame rate setting
  - CINE Mode – (Ambient) Frame rate priority, Lux/Fc mode, shutter angle setting
- Automatic LCD backlight (activates under EV5 lighting)
- Switchable Incident/Reflected light measurement and removable lumidisc
- Calibration compensation from -1.0 to +1.0 in 0.1 step increments



### Basic Specifications:

- Measuring range (at ISO 100)
  - Ambient: E0 to 19.9
  - Flash: F1.0 to F90.9
  - Lux: 2.5 to 190,000lx
  - Foot-candle: 0.23 to 17,000fc
- Power source: One AA battery

## Specifications:

Type	Digital light meter for Ambient and Flash light		
Light Receptor	Incident light and Reflected light		
Measuring Mode	PHOTO Mode	Ambient light	Shutter speed priority mode, Aperture priority mode, EV mode
		Flash light	Cord flash mode, Cordless flash mode
	HD_CINE Mode	Ambient light	Shutter speed priority mode, Frame rate setting mode Simplified illuminance mode
	CINE Mode	Ambient light	Frame rate priority mode, Shutter angle setting mode Simplified illuminance mode
Measuring Range (ISO100)	Ambient Light	Incident light	EVO to EV19.9
		Reflected light	EVO to EV19.9
	Flash light	Incident light	F No. 1.0 to F No.90.9
		Reflected light	F No. 1.0 to F No.90.9
Illuminance (*1)	Incident light	2.50lx to 190,000lx / 0.23fc to 17,000fc	
Display Range	ISO Sensivity	Ambient & Flash light	ISO3 to ISO8,000 (in 1/3 steps), plus 850
LCD	Segment type LCD with Backlight (Automatic illumination under EV5)		
Operating Temperature	0°C to +40°C		
Storage Temperature	-20°C to +60°C		
Power Source	1.5V x 1 (AA battery)		
Weight	Approx 80g (without battery)		
Dimensions (W x H x D)	Approx 63(W) x 110(H) x 22(D)		
Standard Accessory	Soft case, Strap, Synchro terminal cap, Startup guide, Safety precaution		
Optional Accessory	Synchro cord, 18% Gray card, Lumidisc, Color grip (quantity limited)		

(\*1) Lumidisc (Optional Accessory) is required to measure illuminance.

Features and Specifications are subject to change without notice.

For more information, please contact: intl@sekonic.co.jp

To learn more about Sekonic's extensive line of professional light measuring instruments, visit us at [www.sekonic.com](http://www.sekonic.com).