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PRESS RELEASE

Introducing the Profoto B10X and B10X Plus

Big on versatility. Small on size.

As a professional photographer, the last thing you want to look is unprofessional. You have enough to deal with on a shoot like client demands, managing your time, changing weather conditions without the added stress of worrying if the gear you have with you is up to the job. You want things to go as smoothly and simply as possible. Like getting the right light, at the right time, time after time.

That's where the new Profoto B10X and B10X Plus can help. Thanks to them, all you have you do now is focus on getting the perfect shot, because they provide the perfect light.

They're both multipurpose. So, whether you're shooting video or still, the B10X and B10X Plus can take it in their stride. Less gear, more shooting! And both are built and designed to world-class standards with the reliability you'd expect of Profoto, so they won't let you down.

No over-heating, no misfiring. Just lightning-fast recycling time, a supremely user-friendly interface, and an even more powerful continuous light for video and stills.

"Both models also include new and useful features," says Goran Maren, Product Manager at Profoto. "We've increased the continuous light-output from 2500 lumen to 3250 lumens. That's a 30% increase. And both B10X:s provide faster recycling speed than their predecessors.

The B10X and the B10X Plus, used in conjunction with the extensive, simple OCF light shaping system, opens up an entirely new world of exciting creative opportunities. Enabling you to shape light, and create the images and video you imagined and envisioned. Anytime, anywhere.

"Put simply," says Goran. "That's what every professional photographer wants, isn't it?"

For more information, please contact:

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About Profoto

Profoto was founded more than 50 years ago and since then has been the world leader in lighting products for professional photographers, driving innovation and awareness of how to create better images through light. Light makes the difference between a good image and a great image. The customers include the world's leading photographers and Profoto is currently represented in over 50 markets worldwide. Net sales in 2020 amounted to SEK 528m. In all, 97 employees work at the headquarters in Stockholm and in subsidiaries in the United States, Japan, China, Germany, France and the United Kingdom. Profoto AB, Box 1264, Landsvägen 57, 172 25 Sundbyberg, Sweden | www.profoto.com

Image Attachments

[B10X B10XPLUS](#)

Attachments

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