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PRESS RELEASE

# Introducing the Pro-B3 – The ultimate on-location flash for adventurous photographers

**Profoto proudly presents the Pro-B3, a groundbreaking 750ws battery flash designed to meet the demands of the world's best action and extreme sports photographers. With its heavy-duty casing and industrial grade components, it is engineered for photographers who are dedicated to capture professional images in the most remote and challenging locations.**

The Pro-B3 provides more than enough lighting strength to create any effect, regardless of where your work takes you. But the Pro-B3 is also extremely fast so that it can enable the photographer to capture crisp action shots without motion blur. “The unique combination of features that the Pro-B3 brings ensures that you will always get that perfect shot”, says Göran Marén, Product Manager.

The Pro-B3 features a high-capacity Li-Ion battery, ensuring that you never miss a shot. The flash unit also boasts a robust, rubberized housing and high-quality components, like the user interchangeable high grade flash tubes. “The Pro-B3 has been designed and built to withstand years and years of professional use”, continues Göran Marén, Product Manager.

Pro-B3's intuitive user interface and large, high-resolution display make it easy to operate, even in the most challenging conditions. “The whole idea with the Pro-B3 is that it's only the imagination of the photographer that should set the limits for what you can do creatively, not the gear”, concludes Göran Marén, Product Manager.

The Profoto Pro-B3 is launched today on all geographical markets.

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## About Profoto

Profoto was founded more than 50 years ago and has since then been a world leader in lighting equipment for professional photographers, driving innovation and awareness of how to create better images through light. We know that light is the indispensable source in all image creation – whatever the camera or situation. Creating great images is about mastering and shaping light. The end users are professional photographers and commercial customers, including major consumer brands and e-commerce companies. The company currently has sales in 54 countries worldwide. Net sales in 2023 totaled SEK 787m, with an EBIT margin of 26 percent. Profoto has approximately 140 employees at its headquarters in Stockholm and in subsidiaries in the US, Japan, China, Germany, France, England and the Netherlands.

For more information about Profoto, please visit <https://investors.profoto.com>

## **Image Attachments**

[Profoto Pro B3](#)

## **Attachments**

[Introducing the Pro-B3 – The ultimate on-location flash for adventurous photographers](#)