

November 2011, back in Montreal:

Our team just wrapped up the 2011 edition of the DEMA show in Orlando where it showcased products from its three divisions, Aquatica Digital, Amphibico and Technical Lighting Control

On the Aquatica front we announced the new and exciting AN-5n housing, our long awaited 45 degree view finder and a set of what proved to be a very popular item, the close up lens, on the Amphibico side we had the Wave Housing for the CX-560 and CX-700 Sony Camcorder, the new OLED monitor as well as the Genesis FX-100 made for the Sony FS-100, our TLC line meanwhile presented a TTL converter holder bracket for the Ikelite TTL converter 4301 & 4302, a four points mounting base. Joining ranks is a quartet of new TLC arms and light supports.

Let's start with the **Aquatica AN-5n (# 30002)**, this housing for the new Sony NEX-5n camera features a new cam lock closure system that come straight from our acquisition of Amphibico, this cam lock is found on housings protecting pro video camera in the tens of thousands of dollars, and has long since made its mark as arguably the most reliable and safe closing system latch in the industry. The Sealing of the rear door has gone from a face type seal to a side seal type, this with the cam lock system make it a very secure and a no nonsense way of closing up and protecting your assets. This housing is sure to be a hit with people looking into streamlining their approach to photography without actually sacrificing image quality. Just as it did with the AN-5, I expect this new version to be a huge hit with the Technical Diver community because of its size, performance, simplicity and 300ft/90m plus depth rating. The generous rear LCD gives a comfortable view of the image, something very difficult with most DSLR design when using a Close Circuit Rebreather.



The AN-5n housing has such a compact footprint that it will make it a travel friendly unit, a definitive plus with all the restriction on luggage allocation being enforced nowadays. Soon to follow will be a macro port for the upcoming Sony Macro 30mm lens. That Macro port will be ready to accept our Aquatica close up set.



Doing its first public appearance was the **Aqua View 45 degree view finder (# 20059)**, both units on hand at the show where fresh from field testing (for which they passed with flying colors) so production has been launched and shipping has become eminent. This angled finder gives the photographer a generous view of the camera finder image. The comfortable viewing position, especially when the camera is located close to the ocean floor, will definitely allows for easier composing and critical focusing. The angled finder also becomes a welcome accessory when shooting over/under images or when working in very shallow water.





Our **Aquatica Close up Kit (# 19350)** was quite popular at the show, consisting of a wet mount +5 and +10 diopter, both being coated double elements and encased in air means that their magnification powers stay true when immersed; our lens holder is designed to fit all Aquatica macro ports that we have manufactured to this day. It has a secure and easy press fit mount and is held to the macro port with non aggressive nylon fasteners which prevent the anodized surface from being scratched as a metal screw would.

Both the +5 and +10 have additional 67mm threads at their base. This allows both of them to be fitted to a variety of housings using this standard accessory mount thread, the holder (**# 19351**), the +5 lens (**# 19352**) and +10 lens (**# 19353**) are available separately



The big talk of the show off course was our acquisition of Amphibico, the world leader in underwater video technology.



From this new division, we showcased the **Genesis NX-100**, a nice compact housing for the Sony FS-100 Camcorder, this camera uses a super 35mm sensor and takes advantages of the interchangeable mount of the SONY NEX lenses, this housing is tightly wrapped around the camcorder, using the traditionally high performing grips that is the signature of Amphibico and the front port mount made famous by Aquatica, means that current users of Aquatica DSLR housings can use all of their ports on this housing.

The **Wave housing for the CX-560 & CX-700** is the most compact on the market, cleverly using the camera remote to access the camera function means that the housing design could be shrunk to its absolute limit, this little gem is a dream to pack for travelling and it feature a wide stance pair of grips to help stabilize the camcorder housing for steadier sequence.



Introduced as well was our OLED monitor (**# ACOLEDM0350**), high definition is the key word with this monitor and compatibility with modern camcorders as well as current DSLR's from both Canon and Nikon is insured to open up new opportunity in image making for both the professional and dedicated amateurs.

Also big news is that Amphibico will design a housing for the recently announced Scarlet-X and EPIC from RED, the now famous Digital Cinema Camera Company who has revolutionized the world in digital cinema, This project will involve some key people of the industry and one can rest assured that everything will be put into action to pull the maximum out of this sophisticated camera. With the innate ability to capture 5k RAW still and 4K motion resolution this is a very exciting project for our team, more to come in an upcoming press release.

The **Technical Lighting Control** division, (affectionately known as **TLC**) introduced new products as well, one that caught many

Technical Lighting Control

TLC Ikelite TTL Converter Holder



17858

converter holder (#

17857), a clever mount that is designed to receive the Ikelite TTL converter (# 4301 or # 4302) and the junction barrel of the double cable therefore cleaning up the clutter of the sync cable around the top of the housing. This holder in turn can be mounted on a 1" ball and be used as a focus light arm



17554
Four Point Base

The **Four Point Base (# 17554)** will slide in our standard TLC dove tail bracket and allow mounting of up to four TLC balls or for that matter any accessory with a standard 1/4-20" threaded stud.



Focus/Video Arm Clamp

17857

Two new mounts for focus and video lights are added to the line-up, one, the **Focus Light Mini Arm (# 17518)** set mounts directly on top of the housing accessory holes, the other, the **Focus/Video Light Clamp Support (# 17857)** is to mount on the side of our TLC arms, this can slide up and down and the ball head fixture means that precise positioning is assured at all time.



Focus/Video Light support arm

17518

With the introduction of our **Aquatica Close Up Kit**, it was only natural to create the **Macro Master Arm Set (# 17519)**, this compact and flexible 3 section arm is the ultimate arm for close up and macro work, designed around two double ball stem sections of 6", its triple clamp mimics the human arm natural movement and flexibility, positioning the strobe at the optimal location is simplicity in itself with these lightweight but rugged macro arms.

TLC Macro Master Arm Set
1" ball to flat plate X 6" DB X 6" DB with three clamps



17519

TLC 3 section arm set for Ikelite quick release grip attachment and triple clamp
Ball Head Adapter for DS-125/160/161 & DS 51 included



17520

Lastly a **TLC 3 section arm (# 17520)** using three clamps and designed for working with Ikelite quick grip is now available, it has the Ikelite typical quick release type mount at one end, and uses two **TLC 8"** double ball section at the end of which a clamp can received a Ikelite strobe equipped with a 1" ball.

Well folks, that pretty much rounds up the newly released items that we presented at the DEMA show, time to prepare for next year! If you need more info, please contact info@aquatica.ca or info@amphibico.com