



**KINO FLO LIGHTING SYSTEMS**

**2012**

25th Anniversary

**T**wenty five years ago, my Best Boy Gary Swink and I were on the back of our lighting truck folding cardboard and strapping fluorescent lamps to them. That first Kino Flo design born of necessity has found its place in motion picture lighting history. We never could have imagined the current outcome.



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CINEC®Award 2006

The intervening years have been a very satisfying experience. We are blessed to have a group of dedicated designers, engineers, fabricators, managers and sales people all contributing to producing the quality products the world has come to know as Kino Flos.

For our 25th anniversary sales catalog, Kino Flo has added three families of dimming products: the Universal BarFly 400D and 200D (page 30), the Universal Tegra 4Bank (page 29), and the DMX lmar S10 and S6 studio fixtures (page 36). These new additions to our A-list cast of softlights include power-factor corrected electronics and dimming/switching lamp controls.

Lighting challenges confronting today's cinema and television production crews are what inspire us to produce meaningful solutions. As our industry evolves from silver halide-based technology to zeros and ones, the lighting equation has changed as well. Camera makers have assured us that we should view the new world of electronic capture the same as we did the film-centric world, but the reality has proven quite different in many ways from film capture.

To stay relevant in this rapidly evolving scene, Kino Flo has spent considerable time and effort documenting and interpreting the subtle nuances of the various HD cameras and how each "sees" light.

Nothing can be taken for granted. Without accurate data on the spectral curves of the new video technology, developing color-correct light sources is merely a shot in the dark.

Kino Flo has pioneered advanced fluorescent technology to serve as the basis for all of our lighting solutions, but as we move forward and embrace new technologies to meet the demands of a complex imaging industry, our cool, energy efficient soft Kino Flos do not take a back seat to any other light sources, even as advances in LED and Plasma sources show promise.

All our Kino Flo products address the needs of today's most demanding cinematographers, HD SLR video shooters and studio photographers.

It has always been Kino Flo's mission to work with the lighting professionals, who meet daily production challenges on location or in the studio, to design and improve our line of softlights.

We would like to thank all of our colleagues and customers who have supported Kino Flo through the years, and we look forward to serving you for the next 25 years. Enjoy the light.

Regards,

Frieder Hochheim  
President and Founder  
Kino Flo Lighting Systems

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