

radiopopper™



Your lights have never been this smart.

Introducing RadioPopper X

We are very proud to announce the second generation RadioPopper system. A complete ground-up redesign. The smartest and most scalable lighting control system in the world.

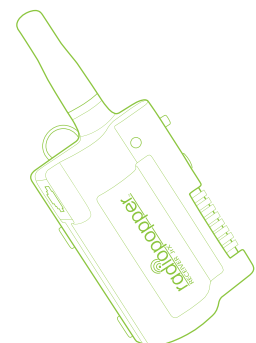
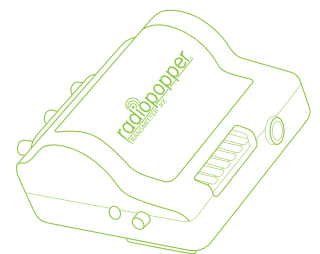
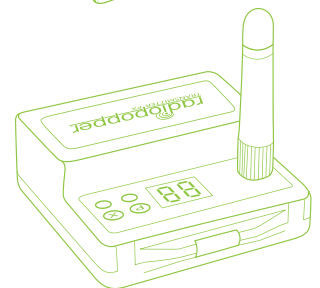
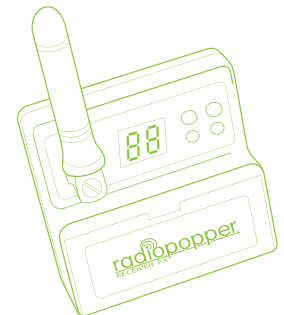
The all new RadioPopper X system reveals new capabilities in your lighting never before possible. In early 2008 we brought you the world's first system for bridging complex ETTL / iTTL communications by radio, as well as providing the world's first High Speed Sync by radio.

In 2009 we're doing it again. The RadioPopper X system represents a highly scalable hardware platform that will grow with you.

The new X series units were designed using the same radio hardware, so they all play nicely together. You may now seamlessly mix sophisticated ETTL/iTTL automatic flash including ratios and groups, with manually controlled lights or studio lighting units - at the same time, in the same image.

Both of the new transmitter units are capable of manually adjusting power levels on both of the new receiver units.

All of the units have been completely redesigned from the ground up to provide a reliable radio link on one of sixteen individual frequency channels, while providing an incredible usable range of 1700+ feet.



TRANSMITTER PX

The all new RadioPopper PX Transmitter reads the communication signal from your Master flash and creates a radio-bridge from that signal. No longer do your Master and Slave flashes have to be able to “see” each other. With the PX Transmitter you can shoot through walls.

- *64 Channels on 16 Unique Frequencies*
- *Range over 1700 ft!*
- *Burst Transmit with Auto Linking*
- *Triggers JrX Receiver(s) on each shot*
- *Manually dial in studio light levels*
- *Enhanced long range manual-only mode*
- *High Speed Sync up to 1/8000*
- *Full E TTL / iTTL / Groups / Ratios / Etc.*
- *Upgradable Firmware*

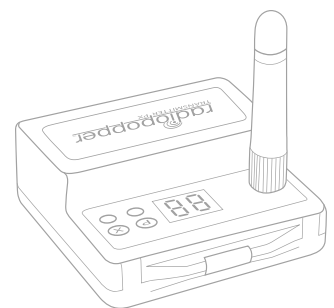
The new PX Transmitter sports a much enhanced user interface including a multifunction display, which is packed full of menus allowing access to all the goodies.

PX starts with 16 unique frequency channels. Multiply that by your 4 E TTL/iTTL channels, and you’ve got 64 effective.

PX no longer requires continual transmission to relay the high speed signal. PX now burst transmits. If you shoot with an assistant, you’re smiling right now. With our new radio system, two photographers may seamlessly share slave flash units. No requirement to manually link or unlink. It all happens automatically with each shot.

Reduced size, an easy to access battery compartment, and a splash proof design are just the start when it comes to fit and finish refinements. The PX runs on a pair of ‘AAA’ alkaline or rechargeable batteries providing about 20 hours continual operation. We’ve also included a digital battery meter so you’ll know exactly how much juice remains.

A mode is provided to allow backward compatibility with existing P1 systems.



RECEIVER PX

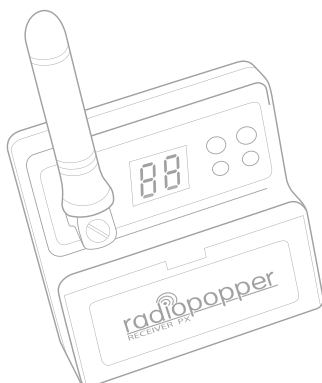
Over 30% smaller, the PX Receiver now fits directly over the communication sensor on your slave flash.



The PX Receiver now includes an advanced error correction technology which eliminates timing errors introduced by some Master flash units on some E TTL channels. This technology also accounts for and corrects errors caused by radio interference. PX is highly reliable, even when shooting large numbers of units with elaborate ratios and groups.

Mix with a JrX Transmitter and use the dials on the JrX to manually control up to three individual groups of OEM flash units when using PX Receivers.

Call up the Auto Clear Channel Select to continually scan all sixteen radio frequencies and automatically select the channel that is most clear and free of background radio noise.



*IR Signaling Window (green)
on reverse side of unit.*

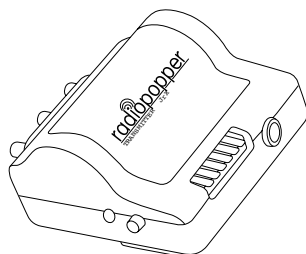
TRANSMITTER JrX



*Manual Adjustment Dials
Control Flashes via PX Receivers, and
Alien Bees lights via JrX Receiver Studio units.*



*Metal Hot Shoe for direct attachment to
camera. Micro sized button antenna.*



Hot Shoe Mountable Simple Triggering Device

- *High Performance, Low Cost*
- *16 Unique Frequency Channels*
- *Range over 1700 ft!*
- *Manually adjust remote light levels*

The JrX Transmitter offers an affordable entry level device pre-loaded with room to grow. Trigger JrX Receiver Basic units, or optionally configured JrX Receiver Studio units which may be used to remotely adjust power levels on up to three groups of lights.

JrX Transmitter also activates PX Receiver units, and similarly, the manual adjustment dials may be used to remotely adjust power levels on up to three groups of remote flashes controlled by PX Receiver units. In this mode, manually adjust and activate Canon SpeedLites up to 1/180, and Nikon SpeedLights up to 1/200.

These modes may be mixed between groups - one dial adjusting several SpeedLites, and another adjusting power of a White Lightning unit, for example.

The unit runs on a CR123 battery and provides well over 20 hours of continual operation. Battery is easily accessible right under the top cover via finger snaps.

RECEIVER JrX

A Scalable Hardware Platform

The JrX Receiver is currently available in two versions - the Basic, and the Studio. The two versions have identical hardware. The only change is the firmware.

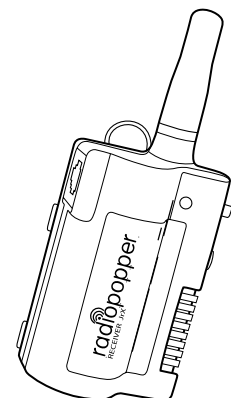
The JrX Receiver allows a user to purchase a single hardware unit while only paying for the features they actually require. The unit can always be upgraded with the new features by purchasing the upgraded software at a later time.

JrX Receiver Basic includes the same advanced radio found in the PX Receiver including long range and sixteen individual radio frequency channels. The Basic version is capable of triggering any device attached to the 1/8" mono jack.

JrX Receiver Studio is identical to the Basic, except it enables the data port. This data port allows the remote control of power levels and the modeling lamp of up to three individual groups of Alien Bees or White Lightning brand studio lights. The data port also triggers the lights, so no additional cord is required.



Trigger ports include a standard mono 1/8" jack to attach via cord to any equipment. Also includes a data port to attach to Alien Bees and White Lightning systems, including remote control of power level and model lamp.



Pricing & Availability

Release Dates:

PX Transmitter and Receiver units will be available for purchase in North America the third week of January, 2009. JrX Transmitter and Receiver units will be available the last week of February 2009.

We expect to have a limited number of units available for purchase and take home at PPA Imaging USA 2009, here in Phoenix January 11-13. Visit us at booth 540. The whole team will be there. We'd be honored to meet you. We'll have demo units to play with.

We expect availability of all units to Europe and Australia within eight weeks following the North American ship dates.

Further Information:

Data sheets for each of the individual new units will be published by the end of December 2008. These will include complete descriptions and in-depth discussion of all the new features.

Keep an eye on the RadioPopper channel on YouTube (youtube.com/radiopopper) for upcoming video introductions of each unit individually. You'll also find various informal posts on our blog (radiopopper.com/blog) addressing various features and improvements.

PX System Pricing:

\$249 PX Transmitter

\$249 PX Receiver

JrX System Pricing:

\$99 JrX Transmitter + JrX Receiver Basic Kit

\$129 JrX Transmitter + JrX Receiver Studio Kit

\$69 JrX Transmitter Individual

\$59 JrX Receiver Basic Individual

\$89 JrX Receiver Studio Individual

\$50 Aftermarket Software Upgrade (Basic -> Studio)

P1 System Trade-Up:

Any owner of a P1 Transmitter or P1 Receiver will be offered a credit of \$125 for each P1 unit traded. This credit may be applied toward the purchase of a PX Transmitter or a PX Receiver. This offer will expire on March 1, 2009.

Any customer who purchased a P1 Transmitter or P1 Receiver between October 12, 2008 and March 1, 2009 will be offered a credit of \$180 minus any discounts, for each P1 unit traded. This credit may be applied toward the purchase of a PX Transmitter or a PX Receiver.

Quantity of P1 unit trade up credits issued cannot exceed quantity of PX units purchased.

