



"Radio based E-TTL. Lick n' Stick Simple. It's about time."

JANUARY
2008

- **Radio based E-TTL!**
- **Radio based high speed synch!**
- **Complete setup \$349**
- **Lick it and stick it - units ship January 2008!**

It's now been six weeks since the first RadioPopper press release and we are very excited! Things are starting to happen very quickly and all the pieces are falling into place for the planned January ship date.

The response to our initial press release was overwhelming. Piles of email from around the world, over a thousand entries on the email list in the first week alone, and thousands of visitors to the website. We even got a few personal phone calls from some of our industry's leading 'super star' photographers who are excited to get their hands on the product. There's no doubt, this is going to be huge.

So where are we?

Our patent is now filed and we've wrapped up any legal issues around the manufacturing aspects of the product so we may now begin to release the specifics you've all been waiting for.

Pricing:

\$175 US per unit (Tx / Rx)

There it is. We feel this is quite reasonable given other options on the current market. You've now got the best of both worlds - E-TTL minus the line of sight limitations, via a radio based triggering system.

Additional discounts will be offered for purchases of multiple unit packages totaling three or more units (for example a transmitter and two receivers to operate two remote flashes).

A standard kit will be available for \$349 (US) via our online store which will include everything you need to open the box and shoot TTL via radio. A transmitter, receiver, lick tape, industrial hook and latch tape (if you're the rugged type), docs and batteries.

Our website will also include free training videos featuring basic wireless TTL operation and lighting tricks to get the most out of your new found wireless freedom.

So I need two units?

Yes. You will need one transmitter for your master and however many receivers for however many slave flashes you plan to operate. The system in theory supports an unlimited number of receiver units and slaves.

So how does it work?

We've received tons of email on this question from different angles.

The RadioPopper effectively "replaces" the existing line of sight infrared system on your existing flash units. The small RadioPopper transmitter will "lick n' stick" to your existing master flash unit or stand alone IR trigger unit (like an ST-E2). A RadioPopper receiver will stick to each of your slave flash units and just like that - you've got all the power and flexibility of your current IR based TTL system; but you'll never again have to think about placing those slaves so they can "see" the master.

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Shoot in open sun, a large ballroom, outside a building - whatever makes you happy. Just put your slave units where ever you want them and shoot. They'll fire. Automatically and accurately. Control your ratios, flash exposure compensation (FEC) and all other functions right from your camera as always.

Radio based high speed synch?

Yep. You heard it right. Now you can shoot shallow depth of field or high speed action outdoors in broad daylight. Other radio triggering systems are limited by your camera's x-synch speed. That limitation is a thing of the past.

Ratios? Groups? Banks?

All preserved. If it worked with your IR system, it'll work by radio with the RadioPopper. And if you do prefer manual mode - remember your existing IR based system can be set to fire slaves using manual power settings. This function is of course preserved with RadioPopper.

That sounds too simple.

And that's a beautiful thing. Insert the batteries, power on the unit, wait for the link light, and shoot. "Lick n' stick simple."

The existing ETTL systems from both Canon and Nikon are wonderful creations. Many of the industries leading photographers rely on this system in our new "PJ" and "Improvised Artistic" style dominated markets. Rather than create a clunky and over complicated system from scratch - the RadioPopper addresses the single weakness of the IR based system. Thus, it's small, it's inexpensive, it installs in seconds, and you can continue shooting the same system you're already used to - no new interfaces to learn or program.

It's a winning solution all the way around.

Will it work with {my} camera system?

The current system is expected to be 100% compatible with all Canon based IR triggering systems. The Nikon system is a bit more varied in that certain cameras can trigger remote units with their pop-up flashes. Add to this ATTL, iTTL and the Nikon CLS system is a bit more complicated. We expect near full Nikon compatibility. A complete range of tests will be performed with all Nikon gear with our pre-production prototypes. At that time we will officially announce all compatible Nikon gear.

We have not tested the system with other camera brands. We do expect the existing version to be compatible with some other brands, those results will be published as soon as those tests are performed. If the current version is not quite compatible, we will likely release follow up versions in various flavors for the remaining camera brands.

Making progress:

A few specifics on our progress - we've got several variations of our production ready prototype in manufacturing at this time. Over the next few weeks we will conduct a series of every kind of test we can come up with on each unit and see how they stand up. Once that's complete we'll do any final fine-tuning required to arrive at our production ready copy.

At that point, we'll send a copy to the FCC for a final certification. We'll also send out a few early Christmas presents to a selection of industry respected photographers and reviewers. We'll let them give you the first real-world feedback on the product. We can talk it up, but we'd rather you hear it straight from reliable and impartial sources.

At that point we'll open the online store for orders (mid December) and start production with units arriving to your door in January.

Your ducks in a row?

They are. Thanks for asking. There's been some speculation in the community as to whether this product would even hit the market. I suppose anything could happen in the next couple months, but we're full speed ahead for now. We've got positive inventory of all raw materials, our production facility is in place, and we're in good shape financially.

Aside from any ugly unforeseen issues, we expect to release several thousand units into circulation in the first quarter 2008. Our assembly method and facility is in position to add additional production lines at any time to keep up with any spikes in demand. We have also placed advance orders for several key components from those manufacturers. Any back-order delays should be very brief.

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Production Changes:

We've made a few changes to the design since our initial press release and all for the better.

- No more watch batteries!

I hear the cheers already. We got more emails worried about our use of "coin cell" batteries than anything else and rightfully so. We have been able to shrink our design so far using robotic assembly that we were able to squeeze it into a package now smaller than that published in the first press release *and* we fit in a "AAA" battery for power. You'll now get about 5 times the shoot time and you'll be able to find replacement cells (and in rechargeable at that) anywhere you'll ever shoot. This should come as good news for everyone.

- No more "standard studio flash" triggering function.

This is a downer for some, not missed by others, but we had to make a judgement call. You'll no longer be able to trigger your studio manual lights with RadioPopper as noted in our first press release. Not in this version anyway.

We wanted the RadioPopper to be a perfect solution to a specific problem - and in this case, that requires small size and low cost. We were able to get the unit smaller and squeeze in the "AAA" battery by removing the mono jack (PC cord jack) from the board along with its associated circuitry. It's all about trade offs, and we feel the added value of smaller size and a better power source more than outweighed the loss of this feature.

- The price went down!

The prices above are lower than what we'd originally forecasted. The various redesigns above have added up to a more streamlined and less expensive manufacturing process which has cut our costs enough to lower the sales price.

- Did we mention it was small?

These units are teeny tiny. The battery itself accounts for over a third of the total physical size. Final size and weight specs to be released once we settle on a production ready unit.

I want more info! And pictures! And demos!

Yep. We got those emails also. Lots of them. We hear you.

Demos, pictures, instruction manuals and all the like will be released as soon as all final fine tuning is complete going into production. As package size, layout, and interface may change a bit between now and then, we'll hold off on any public release of images or exhibition demonstrations for now. Just hang in

there - it won't be much longer.

The first public showing you can expect will be from those reviewing the product in December.

Will it ship to {my} country?

There's a very good reason Canon and Nikon haven't built radio transmitters into their products already - and this is it. It's a real pain dealing with the wide range of requirements for import of radio products into various countries.

Our first unit will be licensed for the United States. We will begin production on a European model the month following. That model will be certified here in the US where we will apply for certifications in all participating countries. This process has been somewhat streamlined in recent years so it should move quickly.

We have already begun the paperwork process for the US certification, as well as starting the process in several other countries where we expect the first export copies to be available.

The short answer - we expect to be shipping units to most of Europe and Canada within a month or two of the US ship date, and will hopefully be cleared to ship into as many remaining countries as possible by the summer of 2008.

Can I be a distributor?

Maybe.

We will ship directly from our production facility via our online web store to all countries allowing direct import. Some countries however legally require we use an importer inside the destination country.

We are compiling lists of reputable people who may serve in this capacity in various countries. If you're interested please contact us directly along with any information you can share about your capabilities in this regard. We will contact you when the time comes.

Updates and New Website:

We'll be launching the new RadioPopper.com website soon. We'll be posting up in blog-style the points here and open it up for comments from the user base. Stay tuned to this email list and the website for coming updates.