

Press Release

FOR IMMEDIATE RELEASE

SUBJECT: Spekular from Spiffy Gear is the Swiss army knife of LED lighting for photo and video.

SUMMARY: Spekular is a modular LED lighting system for videographers and photographers. It is a collection of light bars with high brightness and unparalleled color accuracy. The system drastically reduces the number of accessories needed to create professional lighting setups.

(31 August 2017) Today, Spiffy Gear launches the \$650 Spekular, a flexible, modular LED lighting system for videographers and photographers. Spekular adapts into different lighting modifiers, such as light strips, soft boxes or shaped lights for creative effects.. This reduces the amount of gear needed to be carried to shoots. Spekular can be configured as a ring, a square, a strip, a star, a "standard" panel, and many more configurations.

Using the attachment options in the Spekular kit, discerning lighting artists can configure the light into different shapes to create different looks, adapt to different situations, and add flair to portraits by adding eye-catching catch lights.

Spekular is extremely bright. Each of the LEDs sections provides 14.5W of light (the equivalent of around 150W of halogen light). And there are four of them. This kit delivers as much power as four "standard" LED panels, so you have to carry less to light more.

Spekular is fully dimmable for further lighting flexibility, without any of the flickering typically associated with dimmable LED light sources. The LED bars do all of this while maintaining a perfect color rendition to save you time in post-production. (94+ CRI and 96+ TLCI).

The kit is extremely sturdy and hard-wearing. It can withstand the hard, unrelenting abuse of a typical professional photo or video shoot. Its aluminum sections and tough ABS connectors will keep going, day after gruelling day.

"Spekular will enable photographers and videographers to tell their stories while paying less, carrying less and having more lighting options, says Udi Tirosh, CEO at Spiffy Gear.

The Spekular Ecosystem

At launch, Spekular is part of an extendable kit, with accessories to add even more flexibility.

The Spekular kit is the core kit to get you started with Spekular. It consists of four LED light sections, four hinged connectors and mounting gear, all packed in a handy carrying case. This kit provides more than 5,000 luminous flux of light.

The optional Spekular Star Adapter enables you to configure the Spekular kit into an eight-section star with a hole in the middle. The hole is big enough to shoot through, making some creative lighting options possible.

The optional Spekular Extension Kit unlocks even more ways to use Spekular. It enables using one kit as a three points lighting system, create complex lighting schemes, and create long seamless strips.

The Spekular Battery Adapter makes the Spekular kit usable anywhere in the world. Use any DTAP-enabled battery to power the kit - no need to be plugged into a wall socket. The battery adapter includes a mounting bag that connects to a light stands for easy access.

Pricing and Availability

Spekular is available starting today at <http://www.spekular.com/> and at selected photography retailers.

Spekular kit: \$650

Spekular Star Adapter: \$130

Spekular Extension Kit: \$130

Spekular Battery Adapter: \$130

Press resources

Photos: <http://bit.ly/2vKrX2R>

Video: <http://bit.ly/2vEx19B>

For more information please contact hello@spiffygear.com