

## NEWS Release

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### **DoPchoice Expands Snapbag Line at NAB 2017**

Munich-based DoPchoice, maker of light softening and controlling equipment for professional LED lights, will debut new light shaping tools in booth C10845 at 2017 NAB.

The DoPchoice patented Snapbag® self-tightening soft box is known for easy handling, output quality and quick deployment. This year the company adds several new versions.

The new 7-foot diameter Octa 7 Snapbag® joins DoPchoice's Octa 3 and Octa 5 to provide a range of octagonal soft boxes to accommodate most LED soft lights. Quick set-up Snapbags feature a highly reflective inner fabric that provides maximum light output and delivers even illumination across the front surface. The spread of light from Octa Snapbags can be narrowed by installing DoPchoice's 40° Snapgrid® to the front.

The new Snapbag® Medium mates both instant set-up and lighter-weight benefits with the ability to be interchanged on most LED soft lights. When combined with the simply swift Rabbit-Ears® mounting system, a single Snapbag Medium can be quickly mounted directly to: ARRI Skypanel S30 and S60, BB&S Lighting Area 48 Soft and Studio, Cineo HS and MAVERICK Trucolor, Creamsource Full and Mini, KinoFlo Celeb 200, Litepanels Astra 1x1 and 1x1 Soft, and THELIGHT's Velvet 1, Velvet 1 Power, Velvet 2 and Velvet 2 Power.

The company will showcase its revolutionary Rabbit-Ears™ lightweight mounting system which reconfigures to attach Snapbags to a variety of fixtures, shortening the traditional soft box's complicated set-up. Made of rugged, lightweight aluminum and stainless steel, the new system weighs just ounces and folds up flat for shipping and storage.

To accompany its other tools, DoPchoice will display Snapgrid® light directing grids that come in 30°, 40° or 50° light dispersion. Available in both rectangular and octagonal models, they quickly set up and fold down, and stow away in their storage bags in seconds.

In addition, new versions of DoPchoice Snapbags designed exclusively for THELIGHT, BB&S, Sumo, Creamsource, Spaceforce, Litegear, DMG Lumière and Kino Flo will be displayed in these brand's NAB booths.

For more information visit their newly launched website at: [www.dopchoice.com](http://www.dopchoice.com)

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### **About DoPchoice**

Headquartered in Munich, Germany, DoPchoice has provided a fresh take on light refining accessories for the world's top light fixtures since it's founding in 2008 by Stefan Karle. The cinematographer/inventor has created and built lighting tools with more compact and lightweight designs, that are easier to use and faster to set-up—to meet the needs of gaffers, cinematographers and rental houses, worldwide.

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