



Capturing Your Imagination!



www.SIRUI.com

November 2017

WELCOME!

Welcome to the November / Photo Plus Expo edition of Capturing Your Imagination. This week SIRUI USA will be displaying all our great gear at the Photo Plus Expo in NYC! Come out and see us or follow us on social media to see all the excitement of our SIRUI USA booth!

Meet our SIRUI Professionals each day at the booth (#1155) and stop by for a chance to win great prizes at 12 noon and 3pm each day at the booth!

Our goal at SIRUI USA is to provide you with the latest news on our products, introduce you to some great photographers and to help you Capture Your Imagination.

This Newsletter will be delivered on or about the last week of each month and we expect this to become one of many opportunities for us to interact with all types of photographers. We would love your ideas for future editions. Please feel free to forward your ideas to news@sirui.com

SIRUI Promotions

Check out the great promotions from SIRUI USA starting October 28 with savings up to \$40 on select Tripods, Tripod Kits, Photo/Video Monopods and Monopod Kits!

Check out the link below for specific details:

<http://www.sirui.com/sirui-promotions.html>



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SIRUI at Photo Plus Expo

It's not too late to register and join us at Photo Plus Expo at the Jacob Javits Convention Center in New York City October 26, 27 and 28.

Free 3 day passes to the show with the link below:

<https://l.feathr.co/v0/photo-plus-2017-sirui-usa-llc-x>



SIRUI Product Showcase

SIRUI will be showing many new products at the expo:

Tripods:

The A-1005 Aluminum Travel Tripod – A perfect gift for the holidays will be showcased along with the rest of our amazing tripod products.

The SIRUI A-1005 Tripod kit includes the following features:

1. Fully retractable dual stage center column provides an additional 12 inches of height for a maximum height of 58.5 inches. 46.5 inches with the center column retracted.
2. New “no groove” center column design adds stability and comfort.
3. ½ Turn Twist-Lock Leg Locks for quick and easy deployment.



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4. Tripod leg easily converts to a monopod and the center column attaches in seconds to create a monopod with a maximum height of 60 inches.
5. Reversible 1/4-inch to 3/8-inch mounting screw included to maximize its capabilities when being used as a tripod or a monopod.
6. 3 leg angle positions for maximum flexibility in all shooting environments.
7. The center column can be detached and inverted for low angle or macro shooting.
8. Legs fold 180 degrees for a folded length of only 14 inches.
9. Load capacity of 22 pounds.
- 10.Center column hook included to add additional weight to maximize stability.
- 11.Draw string case included.
- 12.Included in the kit is the Arca compatible Y-10 ball-head with separate main locking and panning control knobs.
- 13.6-Year SIRUI Limited Warranty.



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Video Heads:

The SIRUI VH-10X adds a new dimension to SIRUI's Video Head Lineup with the addition of a four-position panning feature including a free rotating zero setting. The perfect head for the videographer on the go with a load capacity of 6 kg/13.2 lbs. and weighing only 1.2 kg / 2.6 lbs. Constructed of high quality aircraft grade aluminum, this head will meet and exceed the high standards of today's videographers.



The SIRUI VH-10X Video Head has the following features:

1. Smooth Fluid movement combined with an advanced balancing system – 360 degrees horizontally and +90 degrees / - 70 degrees vertically.
2. Fully adjustable tilt drag knob.
3. Four-position panning drag including a free rotating zero setting.
4. Precision-machined lightweight aircraft grade aluminum construction.
5. Dual bubble levels for critical alignment.
6. Counter-balance mechanism (2 kg / 4.4 lb.).
7. Telescoping handle can be easily positioned on the right or left side of the head.
8. SIRUI's patented safety lock system insures your camera will not slide off the head while adjusting the position of the plate.



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- 9. VP-90 quick release plate included.
- 10. Padded carry case included.
- 11. 6-Year SIRUI Limited Warranty.



Mobile Accessories:

The SIRUI line of Mobile Accessories will take a great step forward at Photo plus Expo this week. Improvements to existing products and exciting new ones will be shown for the first time!

Come by and see these great new products:

Lenses

The updated SIRUI lens line consists of three updated options made with German manufactured Schott optical glass with multi-layer anti-reflection coating for high levels of light transmission, precise color rendition and reduced vignetting and distortion. The all metal construction of the lens housing available in 3 colors, brings great durability for many years of use. The bayonet on the base of the lens operates perfectly with the family of cases and adapters and the lenses now have an added pin to secure the lens better than ever, and each lens come with front lens cap and a protective SIRUI hard case with carabiner.



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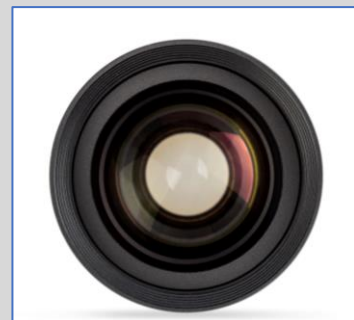
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With the average focal length of today's smart phones at about 29mm, the SIRUI lenses are designed to adjust that focal length to 18mm, 60mm and to a Fisheye. The new line of lenses also is available in 3 stylish colors (Black, Red and Blue).

SIRUI 18mm Wide Angle Lens (model SU18WA). Available in Black, Red and Blue is the perfect lens for bringing more of the scene into the image. The updated lens made with Schott Optical Glass, brings 4k professional image quality, precise color rendition and reduced vignetting and distortion.



SIRUI 60mm Portrait Lens (model SU60SA). This lens available in Red, Blue and Black is ideal for capturing the clarity and depth needed when shooting a portrait or when you want to get closer to your subject. The SU60SA brings your subject closer while the high-quality optics brings the sharpness and clarity of the subject matter to life. Made with Schott Optical Glass, this lens brings 4k professional image quality, precise color rendition and reduced vignetting and distortion.



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SIRUI Fisheye Lens (model SUFE). Perfect for when the widest field of view is needed to get the shot. The SIRUI Fisheye lens expands your smartphones lens to bring the entire scene into the frame with a 170-degree angle of view. As with the other lenses in the line, the Fisheye Lens is made with Schott Optical Glass, this lens brings 4k professional image quality, precise color rendition and reduced vignetting and distortion.



SIRUI 3 Lens Kit (model SUWPF-01KBR) The SIRUI 3 lens kit provides you with all the lens choices you need, in one small and portable package. The SIRUI 3 Lens kit provides you with all the lens choices you need, in one small and portable package.

The SIRUI SUWPF-01KBR 3 Lens Kit is the perfect companion for your mobile phone photo adventures. The Kit includes: 1 - 18-WA(Black) Wide Angle Lens, 1- 60-SA(Blue) Portrait Lens, 1 - FE(Red) Fisheye Lens, lens cleaning cloth and hard shell/fully padded protective carry case with a convenient carabiner for easy attachment to your belt or bag.



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SIRUI Mobile Phone Protective Case with Dual Lens for iPhone 7 Plus (model SUDL7). The perfect solution for your iPhone 7 Plus. Not only does this case provide great protection for your phone, but it also comes with SIRUI's Dual Lens attachment that converts your standard phone lens to a 28mm to an 18mm Wide Angle and the second 56mm lens to an 85mm telephoto.

With a simple twist the Dual lens attachment is removable and any of the SIRUI Accessory lenses can be attached.

The SIRUI iPhone 7 Plus Dual Lens Case is available in Red, Gray and White.



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SIRUI Mobile Phone Lens Clip Adapter (model SUMSC-01) Use your SIRUI Mobile Phone lenses on any mobile phone with the MSC-01 Mobile Lens Clip Adapter. Simply “Clip and Shoot.” Precision crafted from durable scientific grade aluminum with soft rubber padding to protect your phone or tablet.

The Mobile Lens Clip Adapter works perfectly and safely with SIRUI Mobile Phone Wide Angle, Portrait and Fisheye Lenses. The MSC-01 fits on most phones, tablets and can even be used to enhance the camera on most laptops.



SIRUI Mobile Phone Beauty Lamp (model SUBL-01) The SIRUI BL-01 Beauty Lamp is a universal solution to add light to any situation with a simple clip-on design.

Features include: 3 Brightness settings, Rechargeable via micro USB (included), Padded clip easily attaches frontward or backward for selfies or portraits.

Round shape distributes light evenly across the subject and the BL-01 can also be used off the phone for creating unique lighting effects.



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SIRUI Mobile Phone Table Top Tripod Kit (model SUTSH-01B) An innovative accessory to support your Mobile Phone Photography, the SIRUI TSH-01B Table Top Tripod Kit allows you to use your Mobile Phone in many unique ways. With its high-quality materials and versatility, the TSH-01B will be a trusted companion on all your mobile photography outings.

The SIRUI TSH-01B is extremely versatile and can be used for:

Video Conferencing and Tripod Photography.

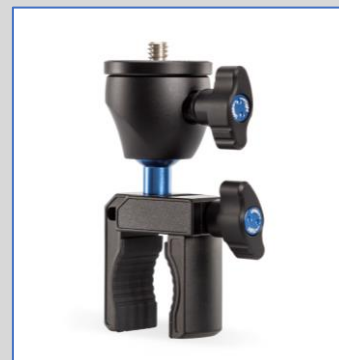
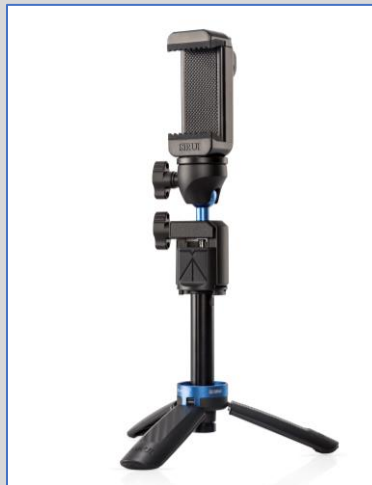
3-Stage Folding Tripod Extends to 11.75”.

Mini Clamp Ball Head Attaches to anything with a diameter of 16mm-28mm.

Removable Phone Holder Attaches to any head with 1/4” screw.

Easily used as a Selfie Stick.

Compact Design for Easy Storage.



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SIRUI Professionals

The SIRUI Professional Team continues to do amazing work all over the country. Please go to our site and check out their amazing work. It's time well spent!

<http://www.sirui.com/sirui-professionals.html>

If you are visiting Photo Plus Expo stop by our booth (#1155) David Akoubian, Alissa Rosenberg, Falcon and David Carrigan will be in the booth throughout the week. Stop by and ask about the schedule!



SIRUI Professionals Events and Workshops

Craig Varjabedian (Craig Varjabedian Photography) <http://www.sirui.com/craig-varjabedian.html>

Craig will be leading workshops throughout 2017 at the Eloquent Light Photography Workshops. These Workshops will be based in several amazing locations throughout the Southwestern U.S., California, Italy and Iceland.

<http://www.eloquentlight.com/workshops.html>

David Akoubian (Bear Woods Photography) <http://www.sirui.com/david-akoubian.html>

November 14-19, 2017 Festival of the Cranes, Bosque del Apache, Socorro, New Mexico.
January 5-9, 2018 Winter in the Grand Tetons.

January 13-14, 2018 Festival of the Cranes, Wheeler National Wildlife Refuge

<http://www.bearwoodsphotography.com/workshops/>

Cecil Holmes (Cecil Holmes Photography) <http://www.sirui.com/cecil-holmes.html>

January 5-9, 2018 Winter in the Grand Tetons.

<http://www.natureinfocusworkshops.com/photo-workshops/>



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SIRUI Retailer Events

District Camera, Photo Craft and Burke Camera November 3-5, 2017

Nature Vision, Manassas VA

George Mason University

Hylton Performing Arts Center

Kenmore Camera, WA - Photo Expo

November 4,5, 2017

<http://www.kenmorecamera.com/>

Need Service or Have a Question About Your SIRUI Product?

We're glad like to help!

Email: Info@sirui.com

Telephone: 866-373-0829 or 973-415-8082

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