

MAGICSTUDIO

N

NOVOFLEX

MAGIC STUDIO. THE TABLE-TOP STUDIO.
TURNS SMALL OBJECTS INTO GREAT PICTURES

3 SIZES | OPAQUE + TRANSLUCENT



MagicStudio: the magic touch for professional lighting



Join us on a voyage of discovery through the world of table-top photography. A picture may be worth a thousand words – but only if the quality is right.

We aim to show you how the NOVOFLEX MagicStudio has revolutionized table-top photography. Now it's simple to take perfect shots of almost any subject, because the NOVOFLEX MagicStudio puts your motif in the right light.

MagicStudio is a completely new shooting table system. It's portable and adjustable. Set-up is fast and easy and the result is professional pictures.

NOVOFLEX "magic" products are based on ingenious ideas flawlessly implemented. Over the years, they have earned a reputation for being absolutely simple to handle and highly effective.

The basic MagicStudio components are flexible panels made of a special plastic in a range of

sizes and with different properties. With the aid of beaded cords and a series of holes, the panels can be curved and fixed in any position. A choice of opaque or translucent panels lets you achieve the desired lighting effect.

You can, for example, form a shallow dish or an arch in a matter of seconds. MagicStudio components fold away neatly for storage or transport.

Three sizes ensure an optimal match to your requirements.

Our development goal was a flexible, easy-to-handle system that could be set up at a moment's notice, either in the studio or on location. Dismantling and packing had to be equally fast.

The NOVOFLEX MagicStudio is ingenious technology that works like pure magic.

N

NOVOFLEX



The NOVOFLEX MagicStudio is an expandable set of portable shooting equipment. Adjustable and easy to use, it creates almost inexhaustible options for all types of table-top photography.

It's the perfect tool for professionals and amateurs alike to create still-life and product photographs in professional quality.

The applications are infinitely varied. You might want to catalog your coin, glass or model collections, document jewellery for insurance purposes, or take product shots for an Internet auction. Whatever the job, you'll get better results with MagicStudio.

Starting with just one small panel to form an arch you can take stunning product shots of cell phones, sunglasses or shoes.

MagicStudio is equally useful on location or on the road. Components pack small and flat for easy transport, for example by car. Whether for quality assurance in industry or the service segment, for scientific work in the field, or for a quick shoot on site at your customer...the MagicStudio makes sure of quality results.

If your requirements change, a range of intelligent accessories lets you grow your MagicStudio to keep pace. You could add a shooting table with special Velcro fasteners that gives you far more options for positioning the panels. Or accessories that let you clamp key lights, flash units and motif holders to the table. Adding a second translucent panel creates a light dome for optimal light distribution with either key lighting or flash. There is a range of twelve colored cardboard sheets to provide the right background for every motif.

We offer some examples on the following pages to demonstrate the versatility of the system. But in fact, with the MagicStudio, the only limit to fantastic shots is your own imagination.

MagicStudio: great light in small spaces



MAGICSTUDIO SET 80



MS-TABLE 80, MS 80, 2X MS-LIGHT



MS-TABLE 50, MST 50, 2X MS-LIGHT, LIGHTBOX

You can use the MagicStudio with passive or active lighting. If you're working with simple passive lighting for your still-life shots, often the available room or ambient light is quite sufficient for an adequate result. If you're using a camera with a built-in flash, we recommend that you bend the MagicStudio into a pronounced concave shape. The curved rear wall will then reflect the incident light back onto the subject, eliminating unwanted shadows. Simple and ingenious!

Once you start to work with active lighting units, like the NOVOFLEX MS-Light and MS-Art-Light, you'll find your options expanding dramatically, with no limits on creativity. NOVOFLEX MS-Light is a key light source with daylight character. It comes complete with a flexible support arm, power supply adapter and lamp. For best results, we recommend you use two MS-Light units.

The MS-Art-Light is a special artificial light source for uniformly illuminating larger areas. It too is supplied with a flexible support arm and power supply adapter. The uniform illumination it creates is ideal for use with digital cameras.

N

NOVOFLEX



MAGICSTUDIO SET 50



MS-TABLE 50, MS 50, MST 50, 3X MS-LIGHT, SPECIAL SET-UP WITH MINIPOD



Teaming the shooting table with an opaque panel and an arch-shaped translucent diffusion panel, produces a highly plastic illumination, even if you are shooting complex or highly reflective objects. The special plastic used for the translucent panel is absolutely color-neutral and capable of generating a beautiful light at short distances. Using the NOVOFLEX MS-Light as key light always leaves you in total control of light conditions.

MagicStudio

MagicStudio: the technical options



MS 30,MS 50,MS 80

You set up the simplest version of the NOVOFLEX MagicStudio by fixing the curve of the panel. This is done by threading the beaded cords through appropriate holes and clamping them in place. Once the sides are symmetrical, the MagicStudio is ready to use. One NOVOFLEX MS-Arm camera holder is enough to quickly and securely position a small compact camera for simple tasks. The lighting is provided by the camera's built-in flash.

Using a shooting table gives you more options and ease-of-use. NOVOFLEX MS-Tables take panels 50 or 80 cm wide. Velcro strips are used to attach the panels quickly and securely to the table. Dismantling is just as simple. The tables fold flat for transporting.

The tables are designed without cross struts, so that a translucent panel can be lit from below with no obstructions. A set of 12 colored backgrounds to fit the different table widths immediately give your pictures a truly professional look. NOVOFLEX also offers clamps, positioning aids, reflecting panels and a range of lighting equipment.



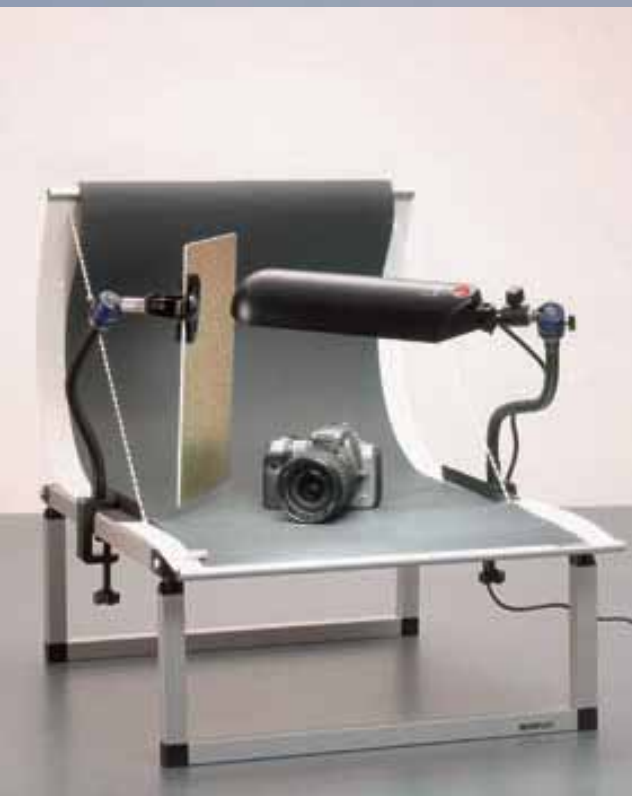
A STUDIO TAKES SHAPE



MAGICSTUDIO SET 30

N

NOVOFLEX



MS-TABLE 50, MS 50, GRAY BACKGROUND CARD, MS-LIGHT, MS-ARM WITH CLAMP, PANEL W/G



MS-TABLE 50, MS 50, MST 50, 2X MS-LIGHT, YELLOW BACKGROUND CARD, STASET HOLDER WITH PF-KLAMMER



MS-TABLE 50, MST 50, 2X MS-LIGHT, LIGHT BOX



MS-ART-LIGHT



MS-LIGHT

NOVOFLEX MS-Light is a key light source that offers the most versatile lighting options when used with the MagicStudio. A flexible holder and a ball joint allow the light source to be fixed in virtually any position. Thanks to very low inherent heat generation, there is no problem using MS-Light close to light sensitive objects or directing it at a NOVOFLEX MagicStudio translucent panel to create diffused light.

The NOVOFLEX MS-Art-Light is a panel light for special lighting situations. Because the light rays fall almost parallel on the subject no diverging shadows are generated. Thanks to the ingenious illumination characteristics, you get photographs that are distinctly three-dimensional. You automatically produce pictures with a completely natural, harmonious lighting. It's the ideal light to use with digital cameras. We also recommend it for photos to be used as documentation and records, and for the wide field of scientific photography. Each NOVOFLEX key light is supplied with a flexible support arm and ball joint and can be easily attached to either the MS-Table or the base plate.

Reprostand: reproducing reality



MAGICSTUDIO REPRO LIGHT SET



MAGICSTUDIO REPRO SET

NOVOFLEX now offers a totally new shooting technique for photographing flat objects – the new MS-Repro reprostand system.

This equipment turns a rather routine area of photography into an exciting domain that challenges the photographer's creativity.

The core of the new system is the reprostand capable of supporting even heavy camera systems. The reprostand is 49.5 cm tall, making it possible to take a 1:1 image with a 35 mm camera and a 100 mm macro lens. The innovative clamp at the base of the reprostand lets you fasten it to many conventional platforms, apart from the base plate supplied with the system. The product package includes three 40 x 50 cm base panels chosen from four options (transparent, white diffusion, black/white and dark grey). The highly transparent panel is very popular as a base for almost any object. The panels are designed to slot perfectly into a NOVOFLEX MS-Table 50 shooting table, for example, if you need to light the object from below.

Repro photography is another area where the quality of the end result depends entirely on correct lighting. For highly uniform area lighting, we recommend two NOVOFLEX

MS-Light sources, both mounted on the base plate at an angle of 45° to the object. Of course, you can also use the dual NOVOFLEX Duo-Flash for this type of lighting. The NOVOFLEX range of photo accessories includes mounting arms with ball joints and flash shoes (NOVOFLEX MS-Arm) and the unique NOVOFLEX MAKL 150 coldlight lamp, which is often the answer to challenging lighting situations.

To position the camera perfectly on the reprostand we recommend focusing racks from the NOVOFLEX Castel range.

Despite its stability and versatility, the NOVOFLEX reprostand takes just a few seconds to dismantle and store away – the magic keeps on working.

N NOVOFLEX



MS-TABLE 50,
MS-REPRO PL,
MS-REPRO,
MS-REPRO,
MS-REPRO-LIGHT

These examples illustrate just a few of the ways you can use the NOVOFLEX MagicStudio equipment. Give your imagination free rein and enjoy a completely new experience in the world of table-top or repro photography. Please note: the set-ups pictured in this brochure often include not only the products described here, but also other components that may not be part of the product package. Check the product description in the product listing below for an accurate definition of the product contents. The key light sources operate off a 220-240 V supply voltage.



MS-TABLE 50,
MS-REPRO PL,
MS-REPRO,
MS-REPRO,
LIGHT BOX



MS-REPRO,
MS-REPRO B/W,
FOCUSING RACK
CASTEL-L,
COLD LIGHT
MAKL-150



MS-REPRO,
MS-REPRO B/W,
2X MARM,
AUTO-DUO-FLASH

MagicStudio: three sizes to choose from

MAGICSTUDIO SET 50



MAGICSTUDIO REPRO SET



MS-BAG

MagicStudio SET 30

comprises: MS 30/MS-ARM (camera support)

MagicStudio SET 50

comprises: MS 50/MST 50/MS-TABLE 50/2X MS-LIGHT/MS-BAG

MagicStudio SET 80

comprises: MS 80/MST 80/MS-TABLE 80/2X MS-LIGHT

MagicStudio REPRO SET

comprises: MS-REPRO/MS-REPRO-PL/MS-REPRO-B/W/MS-REPRO-T/MS-REPRO VL

MagicStudio REPRO SET + LIGHT

comprises: MagicStudio REPRO SET with 2X MS-REPRO-LIGHT



NOVOFLEX

MagicStudio

Size	30 x 60 cm	50 x 100 cm	80 x 120 cm
Opaque panel	MS 30	MS 50	MS 80
Translucent panel	MST 30	MST 50	MST 80
Base table	---	MS-TABLE 50	MS-TABLE 80
Background set 1 (white – light grey – medium grey – anthracite – chamois – blue)	MS 30 COLORSET 1	M- 50 COLORSET 1	---
Background set 2 (sky blue – lime green – lemon yellow – ochre – red – nut brown)	MS 30 COLORSET 1	M- 50 COLORSET 1	---
Transport bag	---	MS-BAG	---

Magic Studio REPRO

Reprostand	MS-REPRO
Base plate, acrylic glass 40 x 50 x 1,2 cm	MS-REPRO-PL
Base panel for base plate, translucent 40 x 50 x 0,2 cm	MST-REPRO
Base panel for base plate, black/white 40 x 50 x 0,2 cm	MS-REPRO-B/W
Spacer 15 cm for reproductions	MS-REPRO VL
Base table 60 x 50 x 23 cm	MS-TABLE 50
2x repro lighting with flexible arms and ball head	MS-REPRO-LIGHT

General accessories

Lighting unit LIGHT	MS-LIGHT
Lighting unit ART-LIGHT	MS-ART-LIGHT
Flexible camera support	MS-ARM
Clamp for reflector panels	KLEMME
Specimen holder	PF-KLAMMER
Reflector panel black/black	PLATTE B/G
Reflector panel gold/white	PLATTE W/G
Clamping tripod, jaw width 42 mm	UNIKLEM 42
Ball head with flash shoe	NEIGER 19
Flexible arm 45 cm	ARM
Flexible arm 26 cm	ARM-K

N

NOVOFLEX

NOVOFLEX Präzisionstechnik GmbH
Brahmsstrasse 7, D-87700 Memmingen
Telephone +49 8331 88888, Fax +49 8331 47174
mail@novoflex.de, www.novoflex.de

