

Application examples



Overview

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
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

We reserve the right to make technical changes.

With compliments

MagicStudio



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

3 SIZES | OPAQUE + TRANSLUCENT



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MagicStudio

Key lights

Reprostand

Great light in small spaces

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 tabletop 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 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.

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.



NOVOFLEX MS-Light (18W, 100% daylight, high frequency operating system) 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.



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 colorneutral 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.



MS-REPRO



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.

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.

