





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## F3 Accessories Now Shipping



Add a Little PRO to Your Prosumer Sony F3

(17/08/2011) Element Technica does it again, with a pro-quality interface for the bottom of your F3. The new riser kit includes a form-fitting bottom plate that actually reinforces the Sony F3 body and provides a stable mounting point for bridge plates, risers, Steadicam, remote heads, you name it.

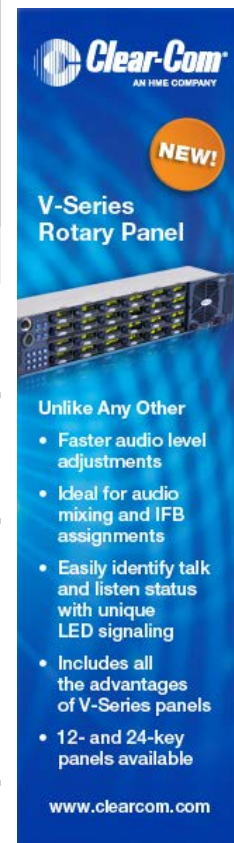
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Also included is a unique riser that serves two important functions; first it provides iris rod support in the LW-15 standard making it compatible with professional FF (follow focus devices) remote lens drive motors, MB (matte boxes) and any other rod based accessory. Next, the riser raises the camera's height so as to be compatible with all major 15mm and 19mm studio bridge plates from both ET and ARRI. Additionally the kit includes a form-fitting shoulder pad that is magnetically fastened to the interface plate so that it can be quickly shifted fore or aft to achieve perfect balance for complete hand held comfort.

There are additional accessories compatible with the interface plate like the optional low-profile LW 15 rod mount which attaches quickly to the rear of the interface plate allowing the user to extend 15mm rods out of the rear of the camera for more accessory mounting options like V-Lock or AB battery mounts.

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This kit is the first of many Sony-F3 specific accessories from Element Technica. Coming soon is a set of Sony approved top and right side body replacement panels machined out of 6061 billet aluminum. These precision panels turn the light duty F3 body into a ruggedized professional imager with many 1/4" and 3/8" standard mounting points. They also eliminate the built in handle with a strong low profile top surface with provision for a removable, professional handle system. This is just the beginning! Expect to see a complete line of efficiency enhancing F3 accessories which will be introduced through the rest of 2011 beginning at this year's IBC.

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