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PRESS RELEASE

# Introducing the groundbreaking Pro-D3 industrial grade monolight. Developed to address global content production needs.

**Profoto recognizes the increasing scale in content creation among its customers, prompting the development of the Pro-D3 to meet the evolving durability demands of high-end, high-volume image content creation.**

Available in two versions, with 750Ws or 1250Ws of power at your disposal. The Pro-D3 is designed to be a relentless work horse, equipped with high-grade components through and through. With an impressive 11 f-stop flash power adjustment range and 0.1 f-stop precision, the Pro-D3 ensures unparalleled versatility, catering to the power-intensive and durability needs of high-volume shooting.

The Pro-D3 introduces three distinct flash modes to ensure unmatched lifetime economy as well as providing options for specific use cases. In default ECO mode, flash parameters are optimized for color consistency and maximized equipment lifetime. BOOST adds an extra boost of power, while FREEZE delivers the shortest flash duration for razor-sharp splashing liquid and fast action shots.

The Pro-D3 also features an extremely power efficient LED-modeling light. It shines brighter than a 400-Watt halogen lamp with only 15% of the power consumption. Beyond saving energy costs this keeps light shapers cool and extends their lifetime. Last but not least, the modeling light has a fixed daylight balanced color temperature and light spread like the flash, so it gives a good representation of the light in the final shot.

"We are excited to introduce the Pro-D3, a strobe that not only meets but exceeds the evolving requirements of our customers in the high-end commercial image content creation industry," says Göran Marén, Product Manager at Profoto. "The Pro-D3's innovative features collectively contribute to improved energy efficiency, reduced maintenance costs, and an extended fixture lifetime, making it the go-to-choice for professionals engaged in daily high-end image content creation," concludes Göran Marén.

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## **About Profoto**

Profoto was founded more than 50 years ago and has since then been the world leader in lighting equipment for professional photographers, driving innovation and awareness of how to create better images through light. We know that light is the indispensable source in all image making – whatever the camera or situation. Creating great images is about mastering and shaping light. The end users are professional photographers and commercial customers, including major consumer brands and e-commerce companies. The company currently has sales in 54 countries worldwide. Net sales in 2023 totaled SEK 787m, with an EBIT margin of 26 percent. Profoto has 138 employees at its headquarters in Stockholm and in subsidiaries in the USA, Japan, China, Germany, France, England and the Netherlands.

For more information about Profoto, please visit <https://investors.profoto.com>

## **Image Attachments**

[Pro D3](#)

### **Attachments**

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