

 elinchrom®

**ELB 500 TTL**

Press Release

# ELINCHROM INTRODUCES THE ELB 500 TTL, THE MOST POWERFUL PORTABLE TTL LIGHT EVER.

**The new ELB 500 TTL is the most powerful and portable TTL light ever designed for adventurous portrait photographers shooting both in studio and on location.**

February 26, 2018 Renens, Switzerland

Today, Elinchrom introduces the ELB 500 TTL, an incredibly portable and powerful battery pack combining 500Ws of power with a feature set including TTL, High Speed Sync, Active Charging, Full Asymmetry with built-in Skyport designed to empower the workflow of portrait photographers both in studio and on location.



## Speed & Simplicity with TTL

The ELB 500 TTL is ideal for photographers who find themselves in time sensitive shooting environments where the inherent speed of TTL lets them capture images at the speed of life or for those who simply prefer the convenience of TTL.

The “Manual Lock” functionality allows photographers to get an initial “lock” on their exposure in TTL and then switch to manual mode to further adjust their exposure as they need or to explore different creative effects.

## 500 Ws Power & Performance in an incredibly portable package

The ELB 500 TTL is powerful enough to overpower the sun, delivers 400 full power flashes on a single charge and has a fast recycling time of 2 seconds at max power, ensuring you won't miss an important moment.

The ELB 500 TTL head is smaller than speedlights yet delivers 10 times more power. It is lightweight enough to be mounted on a camera bracket or boom arm while on location.

*“We created the ELB 500TTL for portrait photographers looking to take their work to more adventurous places with what we believe to be the perfect combination of power, features and value.”*

*Simon Whittle, CEO - Elinchrom*

## The Versatility of HSS, Asymmetry & Active Charging

High Speed Sync lets photographers freeze motion with incredible sharpness, create a narrow depth of field, or darken overly bright backgrounds using a high shutter speed (up to 1/8000sec). With the new ELB 500 TTL, not having to worry about flash sync limitations or the time of day makes for a very liberating creative experience.

Full asymmetry across two lamp connections provides a broader range of creative control.

Active Charging provides the freedom to charge the battery while actively shooting in studio, making it perfect for an uninterrupted workflow.

The ELB 500 TTL's native Q-Mount (Quadra Mount) is seamlessly compatible with Elinchrom's super-portable "Portalite" series of softboxes and can work with any of your favorite full-sized Elinchrom light modifiers.



## Convenience & Control with Skyport® and Phottix ODIN II

The ELB 500 TTL features built-in Skyport, Elinchrom's reliable and easy to use wireless system as well as Odin II functionality from Phottix. This lets a photographer trigger and control virtually any light or combination of lights in their collection with either Elinchrom or Phottix transmitters right from their camera.



## Ease & Intuitiveness of a Brilliant User Interface

When the pressure is on to get the shot, no one ever wants to fumble with controls. The large OLED display and intuitive controls of the ELB 500 TTL makes using the pack a pleasure.

## The Heritage, Quality & Value of Elinchrom

The ELB 500 TTL is the newest compact flash solution in a long line of innovative and ultra-reliable Elinchrom products that represent a decades-long commitment to crafting the highest quality lighting tools while providing superb value to their customers.

## The Skyport Plus HS becomes an Elinchrom Transmitter Pro with TTL.

Elinchrom is also pleased to announce a firmware update adding TTL control to the Skyport Plus HS for Canon and Nikon, other brands will follow. This new firmware update is available now.

Skyport Plus HS



Elinchrom Transmitter Pro



**The ELB 500 TTL is the most powerful and portable TTL light ever for portrait photographers looking to take their work to more adventurous places.**

The ELB 500 TTL represents an optimal feature set for portrait photographers and is ideal for those looking to trade up to a more powerful option to their speedlights, trading over from less full-featured options or searching for the very best value in the category.





**“The ELB 500 TTL gives me the freedom to truly connect with my subject.”**

Brett Florens - Photographer

# ELB 500 TTL

## PRICES & AVAILABILITY

### Availability

The ELB 500 TTL is available starting today.

### Street Price



#### ELB 500 TTL To Go

\$1899 USD    €1699 EUR    £1499 GBP



#### ELB 500 TTL Dual To Go

\$2124 USD    €1949 EUR    £1749 GBP



# Shooting with the ELB 500 TTL

## “Urban Fashion Shoot”

by Brett Florens



© Brett Florens

*“I have been using Elinchrom products for over ten years with consistent and outstanding results. The brand has been an integral part of my photography business and has with no doubt contributed to my success.”*



**When Elinchrom let me know that they were launching the ELB 500 TTL, I was obviously excited.**

Any advanced technology in a product that is already crucially beneficial is bound to raise the bar in my final product.

I was asked by Urban Outfitters Amsterdam in The Netherlands, to shoot a street wear campaign.

**“I could focus on the mood and aimed result of the shoot, without thinking about my gear at all.”**

Shooting fashion on the busy and atmospheric streets of Amsterdam was a fantastic experience and the ease of use of the ELB 500 TTL contributed greatly to the shoot.

All my existing light modifiers fitted in seamlessly with the new, state-of-the-art system.

Usually, the unpredictable European weather and ever-changing ambient lighting conditions would slow down my workflow.

However, the absolutely accurate TTL feature of the ELB 500 TTL, made my job an absolute pleasure.

I could focus on the mood and aimed result of the shoot, without thinking about my gear at all.



# ELB 500 TTL TO GO SET CONTENT

## ELB 500 TTL To Go

N° 10309.1

- 1x ELB 500 TTL – Unit
- 1x ELB 500 TTL – Battery  
Li-Ion battery
- 1x ELB 500 – Head  
With 2.5 m flash cable and protective cap
- 1x ELB 500 – Charger
- 1x ELB 500 – Snappy  
Carrying option with shoulder strap
- 1x Q-Reflector 18 cm
- 1x ProTec Location Bag



## ELB 500 TTL Dual To Go

N° 10310.1

- 1x ELB 500 TTL – Unit
- 1x ELB 500 TTL – Battery  
Li-Ion battery
- 2x ELB 500 – Heads  
With 2.5 m flash cable and protective cap
- 1x ELB 500 – Charger
- 1x ELB 500 – Snappy  
Carrying option with shoulder strap
- 1x Q-Reflector 18 cm
- 1x Q-Wide Reflector 13.5 cm
- 1x ProTec Location Bag



# ELB 500 TTL

## SPECIFICATIONS

<b>Flash Power</b>	500 Ws/J
<b>Power Distribution</b>	Full Asymmetry
<b>Power Range</b>	7 F-stops
<b>Best Flash Duration</b>	Action: 1/20000s - Normal: 1/3400s
<b>Recycling Time</b>	0.05 - 2 seconds
<b>Dimensions (Unit + Battery) (LxWxH)</b>	16.3 x 9.0 x 18.1 cm
<b>Weight (Unit + Battery)</b>	2.48 kg
<b>Weight of Battery</b>	0.73 kg
<b>Battery</b>	Removable - Li-Ion 14,4 V - 72 W/h
<b>Battery Capacity</b>	400 / 28000 flashes (full power/min. power)
<b>Compatibility</b>	For Skyport: Elinchrom Transmitter Pro For Phottix: Phottix Odin II Transmitter
<b>ELB 500 TTL Unit Supplied With</b>	Battery, Charger, Snappy, Location Bag, Sync Cable



# ELB 500 TTL

## ACCESSORIES

ELB 500 TTL To Go	<b>N° 10309.1</b>
ELB 500 TTL Dual To Go	<b>N° 10310.1</b>
ELB 500 - Unit (without battery)	<b>N° 10232.1</b>
ELB 500 - Head	<b>N° 20190</b>
ELB 500 - Battery	<b>N° 19297</b>
ELB 500 - Charger	<b>N° 19277</b>
ELB 500 - Snappy	<b>N° 19254</b>
Q-Reflector - 18 cm	<b>N° 26056</b>
Q-Wide Reflector - 13.5 cm	<b>N° 26145</b>
Q-Protective Cap	<b>N° 25101</b>
ProTec Location Bag	<b>N° 33195</b>

Q-Portalite Octa 56 cm	<b>N° 26600</b>
Q-Portalite Square 40 cm	<b>N° 26151</b>
Q-Relector Adapter MKII	<b>N° 26342</b>
Extension Cable 5 m	<b>N° 11003</b>
Extension Cable 10 m	<b>N° 11004</b>
Transmitter Pro (Canon)	<b>N° 19366</b>
Transmitter Pro (Nikon)	<b>N° 19367</b>



# ABOUT ELINCHROM

Since 1962, Elinchrom has been producing the world's most portable lighting gear, drawing from a heritage of more than 50 years of innovation.

Based in Renens, on the shores of Lake Geneva, Switzerland, Elinchrom continues to innovate with a product range that covers every photographer's needs, from compact flash equipment to battery and power pack systems, reflectors, softboxes as well as numerous lighting accessories.

Elinchrom's lighting equipment is used around the world for both studio and outdoor purposes.

## CONTACT

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