

May 13, 2008



41 IDX Drive
Suite 265
South Burlington, VT 05403
(802) 658-0038
FAX: (802) 658-6125
<http://www.lpadesign.com/>



Custom ID Pricing
Special 2008 Beijing Summer Olympics Offer

Announcement:

LPA Design, manufacturer of PocketWizard products, is announcing a price change and a special offer for Custom IDs on the PocketWizard MultiMAX.

What is a Custom ID? It is a private channel on a MultiMAX (not available for the Plus or Plus II). In hyper-crowded shooting environments, Custom IDs give you the confidence to know that your remote flash or camera can only be triggered by you and not any other photographer. It is an exclusive code installed on top of an existing PocketWizard frequency, usually replacing Channel 17 with your new custom code & frequency combination.

No other manufacturer offers such a unique and valuable service. Because Custom IDs require a firmware modification, this service is only available directly through LPA Design.

Effective immediately, Custom ID's are \$150 per ID per unit – LPA Design's first Custom ID price change in over a decade.

Special Beijing Olympics Offer:

In anticipation of high demand for Custom IDs at the 2008 Summer Olympics in Beijing, LPA encourages any photographer needing a Custom ID to approach LPA as soon as possible. As a special offer to boost early participation, and in appreciation of long-time Custom ID shooters, LPA will install Custom IDs for \$95 per ID per unit, a savings of \$55 per unit, between now and July 31st, 2008. Avoid the last minute rush!

Upgrades:

Consider upgrading your old MultiMAX or MAX to the latest and greatest! LPA Design can perform the upgrade for an additional fee of \$150 per unit. Only MultiMAX/MAX units with existing Custom IDs, or receiving Custom IDs as part of the upgrade, qualify for this limited time offer. This upgrade is not available for any other PocketWizard model such as Classics or Plus/Plus II units. The latest MultiMAX has streamlined menus, a USB port for future firmware upgrades, and a special 6-pin port for remote control of camera pre-release (requires special –ACC cable).

Hold down "A" on power-up – if your MultiMAX displays version 6.xx or earlier, you could benefit from an upgrade!

Turn-around Time / Repairs:

Sending in your MultiMAX for a Custom ID is a great time to get it repaired/verified. Our normal turn-around time is 2 weeks and normal repair charges apply. During the special offer period we will put forth every effort to shorten this time. If you need to get your units prioritized, we offer an expedite service for \$50 - your units are put in the priority queue. We cannot guarantee a specific return date, though we try our best to honor special requests. Shipping is your responsibility both ways.

2004 Olympic Issues / Frequency Verification:

During the 2004 Olympics there were operational issues with some existing Custom ID units on one or two frequencies. Every photographer had their own custom code, and no photographer could trigger another photographer's equipment, but some finish line/remote camera events were problematic. Dozens of photographers were trying to transmit at the same time, on the same frequency, for long trigger bursts. One or two frequencies were occasionally swamped and not all triggers got through.

So if you had this kind of issue during the 2004 Olympics, or have carried forward a Classic Channel Custom ID (any ID on Channels 1 through 16 on your MAX/MultiMAX) for years, or you have not had your MAX/MultiMAX units in for service in a very long time, please send them in. As a free service for these older MAX/MultiMAX units we will assure that they are on less crowded frequencies and make adjustments as needed – PLEASE SEND IN ALL OF YOUR UNITS so we can verify that they are all on the SAME frequency and ready to work together!

SPECIAL NOTE: If you are still using Classic Units with Custom IDs, please consider acquiring new MultiMAX units. We cannot adjust Classics to be on any other frequency, nor do we provide service or upgrades for these venerable but discontinued units.

Setup Suggestion:

For finish line or other events where you want long motor drive bursts, set a longer Contact Time in your receiving MultiMAX. If your camera performs 5 FPS, and you want the camera to get at least 10 frames every time it is triggered, simply set the contact time to 2 seconds. If the receiving unit hears a single one of your radio transmissions it will trigger the camera for a long burst – very helpful for long range operation or extremely crowded events.

Please review your MultiMAX manual for long range techniques. Keep antennas parallel, mount them away from the ground, concrete, water, wires, and metal, position them above the heads of crowds, and maintain line of sight whenever possible. Use Radio Confirmation to verify round trip communication.

How do you get a Custom ID?

You must first own at least one pair of MultiMAX units (LPA Design does not sell direct). The best method is to buy your MultiMAX units from your favorite regional retailer and have them ship to LPA Design. We will contact you directly for credit card payment and final shipping arrangements.

If you live in the United States, visit www.pocketwizard.com for a list of USA dealers.

If you live in any other country, download www.lpadesign.com/dist.pdf and contact a distributor in your world region. Remember to request MultiMAX units with the correct legal frequency for the world region where you live and work!

There are less than 90 days until the 2008 Beijing Olympics Opening Ceremonies so act quickly to ensure your MultiMAX units are prepared for this big event!

Patrick Clow
Web Marketing & Tech Support Manager

LPA Design
41 IDX Drive
Suite 265
South Burlington, VT 05403
(802) 658-0038 x210
(802) 658-6125 FAX
<mailto:support@lpadesign.com>

