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NAB Show – BOOTH # C7239

Cool-Lux To Debut New Shoulder Battery Pack at NAB 2011

LAS VEGAS (April 11, 2011) — Cool-Lux, a leading innovator and manufacturer of video and film lighting products will debut the company's new BC4014 **14Ah Shoulder Pack at NAB**. Cool-Lux will feature this new addition to its Smart Power battery packs, along with the entire Cool-Lux product line, in the company's booth in Central Hall (#C7239).

The BC4014 **14Ah Shoulder Pack** has an average continuous run time of 65 minutes rated at 75 watts and is enhanced with an LED power gauge. The 11-pound battery pack, designed for portability and affordability, is supplied with a 1.2Ah XLR BC3354 charger. Cool-Lux equipped the pack with dual female 4-pin XLR connectors. Cigarette and brick tap adapters available.

"The Cool-Lux Smart Belts and Packs are specifically created to improve the experience of both traditionally outfitted and mobile videographers," said Bob Higgins, sales and marketing manager of Promark International, manufacturer of Cool-Lux products. "The BC4014 14Ah Shoulder Pack combines power supply consistency in a user-friendly, high-quality package, utilizing additions such as the LED power gauge and ergonomic messenger strap."

LCE Technology

The BC4014 14Ah Shoulder Pack uses premium Lead Calcium Electrolyte (LCE) cells which are extremely durable despite poor charging habits, deep-discharge operations, and long-term storage. The battery cells' leak-proof design eliminates memory loss and ensures a full charge recovery. The shoulder pack also features an LED power gauge that shows the remaining battery life, based on the current battery load.

Battery Pack Design

The battery pack is designed to be virtually indestructible with a rugged, lightweight 1,000 denier nylon, precisely cut and stitched with durable, heavy-duty thread. Attached to the dark blue nylon pack is an adjustable ergonomic messenger strap, which uses a soft high-density padding, ideal for long shoots.

Specifications:

Power	14Ah
Adapters	4-pin XLR (dual female)
Size	Shoulder Adjustment
Weight	11.05 lbs
Run Time	65 minutes (rated @ 75 watts)
Extras	LED power gauge, XLR charger included

For media inquiries, review unit requests, or to schedule a booth tour during NAB to see the entire line of Cool-Lux products, please contact Jason Ledder, R&J Public Relations, jledder@randjpr.com or 908-722-5757. **Cool-Lux is located at booth number C7239.**

About Promark International LLC

Promark engineers, designs, manufactures and sells a variety of photographic and video lighting products and light shaping accessories. Promark is located in a new 96,000-square-foot, state-of-the-art manufacturing facility in Bartlett, Ill. Brands in the Promark family include Photogenic Professional Lighting (www.Photogenic.com), Smith-Victor (www.SmithVictor.com), Norman (www.Normanlights.com), Cool-Lux (www.Cool-Lux.com), and Logan Electric (www.LoganElectric.com). For more information, visit www.promarkbrands.com.

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