

Fast, Simple, Beautiful



The Lowel Ego digital imaging light is ideal for shooting tabletop stills with digital (or film) cameras. It can also be used as a closeup portrait light for stills or video.

To begin lighting with it, simply set it on the table, & plug it in. Use it by itself from either side of the camera for soft, yet dramatic, effects. Or add the enclosed bounce reflector card for more evenly lit images.

IMPORTANT SAFETY INSTRUCTIONS

- **Warning:** Risk of fire, use only lamps rated at 40 Watts or lower each (80 W total).
- This portable lamp has a polarized plug (one blade is larger than the other) as a feature to reduce the risk of electric shock. This plug will fit in a polarized outlet only one way. If the plug does not fit fully in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician. Never use with an extension cord unless plug can be fully inserted.
Do not alter plug.
- Do not use lamp housing with diffuser/shade removed.
- Do not interfere with unit's ventilation.
- Use only in dry locations.
- Grasp lamps by their base, when tightening or loosening in sockets, to prevent breakage.
- LowelEgo comes supplied with (2) 27 watt fluorescent lamps in daylight color temperature.
- The lamps are switched on & off as a pair.
- See back page for lamp change instructions.

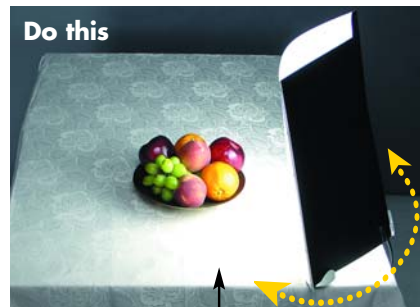
Shooting Tabletop Shots Quickly

Turn off your Flash. For most point & shoot digital cameras there are several settings for the flash. This symbol means that the flash has been switched off.



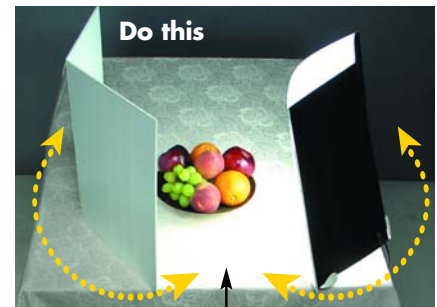
- Place your camera on a tripod and frame your shot.
- Place the LowelEgo on the table to the right or left of the camera and experiment with placement to find a position & angle that gives desired results.
- Check the shot on the camera's LCD screen to make sure the light isn't visible in the frame.
- If you want more even lighting across the subject, add the bounce reflector card as shown, on the opposite side of the light.
- Experiment with placement of light & reflector, as shown with arrows. Also try adjusting rear tilt dial (see back page).

Ego light alone



Camera

Ego light with reflector



Camera



Lowel-Light Manufacturing, Inc.
140 58th Street, Brooklyn, N.Y. 11220
Call: 800 334-3426 • 718 921-0600
www.lowel.com

For more in-depth information on how to light using Lowel Ego, please visit www.lowelego.com

Lowel Ego light is a product of Lowel-Light, the Academy Award winning World Leader in Location Lighting. To learn more about our professional lighting equipment for film & digital imaging, visit www.lowel.com

Shooting Taller Objects

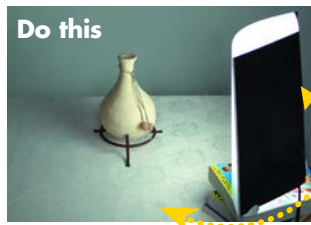
Ego light alone

To get this



When shooting taller objects, raise the position of the light by placing 1 or more large books under the Lowe Ego. Experiment with the rear tilting dial to vary the angle of the light and find the desired result. *Note:* There is a 1/4-20 screw thread hole in the underside of the ego lamp socket housing that will accommodate a small tabletop tripod which can also be used for this purpose.

Do this



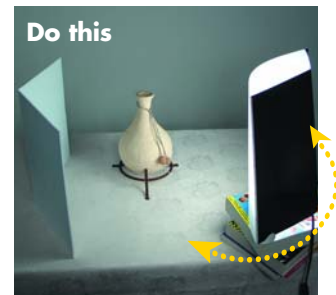
Ego light with reflector

To get this

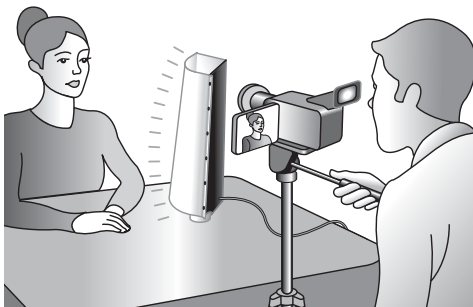


It is not necessary to raise the position of the reflector bounce card to match the light. By tilting the Ego, either with its rear dial or all the way forward so its front diffuser rests on the books, the light output will point towards the reflector card and be bounced as fill light to the object.

Do this



Portraits & Video Interviews



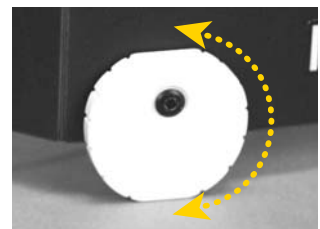
When shooting portraits or video of adults seated at a table, you may also want to experiment by placing Ego on top of a few large books, to elevate the light source closer to face level.

Webcam Conferencing



Place the Ego light on the desk next to your computer monitor on either side. Experiment with placement to avoid glare in your eyes.

Tilt Dial



- Rotate the dial/wheel on back of the Ego to fine-tune the up & down angle of light output.
- For maximum effect, tilt the light forward so the front of the diffuser shade rests on the table.
- Check the camera viewfinder to make sure the light isn't in the shot.

Tripod Use Instructions

The Ego includes a screw-threaded fitting on the bottom of the light, to attach the Ego to a standard tripod mounting screw. Please be cautious when using a tripod. Select a tripod that is sturdy and will not tip over under the weight of the Ego. If you use the Ego with a floor standing tripod, make sure the feet are fully spread apart. When on a tripod, the Ego can be used to a maximum height of 6 feet, from the floor to the center of the installed lamps. Disconnect from power before attaching to tripod. When attaching the tripod mounting plate to the 1/4-20 fitting on the bottom of the light, do not twist the light on to the tripod screw. This could cause damage to the power supply cord.



Lamp Change

To change the lamps, first switch the unit off and unplug its power. If hot, let the lamps cool sufficiently to touch.

- Reach down into the diffuser/shade and grasp the lamp by its base **A**. Do not attempt to loosen it by grasping the glass top of the lamp, as it may shatter.
- When the lamp has been unscrewed most of the way, you can gently grasp it by its glass top to finish unscrewing it from the socket **B** & remove. Replace lamp the same way, making sure to gently tighten by holding the lamp at its base.

