

# IBC News: Ianiro goes from Red Head to LED Head

*Ianiro International is delighted to announce a major addition to its LED line up, with the arrival of the red head-style Varibeam LED.*

**IBC 2013 (11.E32), IANIRO INTERNATIONAL: REDDITCH, UK – 27<sup>TH</sup> JUNE 2013** | The red head has been the mainstay for lighting interviews. Three units can easily pack into a shoulder bag, allowing high quality multi-point lighting to be set up quickly in any location. With dimmers, cost-effective filters, soft boxes and reflectors, crews have enjoyed complete control and great results from portable red head lights for decades.

Despite concerns over heat and power requirements, traditional red heads have remained highly popular, with newer lighting technologies struggling to truly replace tungsten, with its bright output and excellent colour characteristics. Now, Ianiro delivers a real alternative, with the launch of the 7000 Varibeam LED series.

Critically, Varibeam Led provides an excellent light source, with a CQS\* measuring 91. Nick Allen-Miles, MD of Ianiro International remarked:

“The Ianiro tungsten red head is famous: the range goes back to the 1960s so we were not willing to tarnish the reputation of the company by releasing immature LED technology. With the Varibeam LED, there’s no compromise whatsoever; the photometrics are quite outstanding. The light output is phenomenal delivering up to 1388 lux at 2 metres while the dimmer operates with virtually no colour shift at all.”

These new units deliver the distinctive compact design and traditional light weight build, as well as all the usual benefits of red head lights. They also embrace energy saving, thanks to a high-efficiency, exclusive long-life LED array and a special heatsink, customized by Ianiro to exploit the limited space inside the casing. The units incorporate an extra-pure, uniformly calibrated aluminium mirror, tailored for use with LEDs. Ianiro’s attention to details means that the light’s performance is indistinguishable from a tungsten unit.

“The LED is not just more comfortable for the talent under the light but is easier for the crew to use: it’s cooler, more economical and more durable. With standard AC and 12v DC units available, we can also give producers more flexibility than ever.” Said Allen-Miles.

\* For more information on the CQS - colour quality scale - please visit <http://colorqualityscale.com/>