



FOR IMMEDIATE RELEASE

## **Induro® Introduces New Lightweight BHS Ballheads**

*Provides quick and precise camera positioning and dual locking security*

Elmsford, NY (August 15, 2011) – Induro ([www.indurogear.com](http://www.indurogear.com)), makers of tripods, heads and accessories designed for demanding professional photographers, announces today the new lightweight [BHS Ballheads](#).

The new Induro BHS-Series Ballheads offer a lightweight, well-balanced adjustable support for a wide range of cameras and lenses and are compatible with most compact and professional tripods. Providing a secure dual quick release locking system and built-in bubble ensures fast camera mounting, dismounting and leveling. A single lever locks camera position and head rotation simultaneously. Each Ballhead includes a matching Snap-in Style Quick Release Plate.

“Induro’s new BHS-Series Ballheads have been designed with today’s on-the-go professional photographer in mind,” said Jan Lederman, President of Induro. “With features that allow for spot-on accuracy as well as extra camera locking security, photographers can be confident that these ballheads will be an affordable accessory they can rely on.”

Features include:

- Single Action Adjustment for quick and precise camera positioning
- Integrated Bubble Level allows adjustment to prevent uneven pans and tripod head movements
- Dual Locking Quick Release System with patented spring lock combined with manual release provides extra security
- Includes Snap-in Quick Release Plate

The Induro BHS Ballheads are available in three sizes from retailers throughout the United States at prices ranging from \$52 - \$76 depending on the model.

### **About Induro**

Determined to provide professional photographers with everything they need, Induro’s U.S.-based design team creates a premium line of tripods, heads and photographic support gear that provide unequalled craftsman-like attention to detail and ease-of-use.

Induro manufactures and sells its distinctive product line to professional and aspiring professional photographers all over the world who want the finest support gear money can buy. High quality, superior engineering, unrivaled price and top performance form a strong foundation on which every Induro product is built.

The Induro product line is designed and built for today's professional photographers whose needs are very different than of those from five or 10 years ago. The demands of today's photographers are changing rapidly and the only way to keep ahead of these changes is to have a design team that understands their needs.

For more information visit [www.indurogear.com](http://www.indurogear.com) . Induro products are designed and marketed exclusively by MAC Group ([www.macgroupus.com](http://www.macgroupus.com)) in the USA, and sold by distributors around the world.

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