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Sekonic Announces L-758 Light Meter Upgrades to its Data Transfer Software and USB Driver for Mac

New Sekonic Data Transfer Software for Macintosh and the USB driver for Macintosh OS 10.6 (Snow Leopard) and 10.7(Lion) now available for free download

Elmsford, NY (September 13, 2011) – Sekonic announces today a free downloadable upgrade to its L-758 Light Meter application software ("Sekonic Data Transfer Software" for Macintosh) and the USB driver for the latest versions of the Macintosh operating system: OS 10.7 (Lion) and OS 10.6 (Snow Leopard).

Sekonic's new Version 2.1 Data Transfer Software is used to easily create and edit camera exposure profiles and then transfer them to the L-758DR DigitalMaster for extremely accurate control of exposure. Along with the sensor's dynamic range, it records the unique variations of a digital camera, such as the effects of shutter speed and aperture mechanisms as well as the characteristics of the lens in use. The Sekonic L-758DR is the only meter that can be calibrated to read light the way a particular camera system reads light.

By running an easy calibration test using Sekonic's L-758DR, one of Sekonic's Exposure Profile Targets (including the Exposure Target II, purchased separately) and the included Data Transfer Software (Mac & Windows), photographers can accurately profile the characteristics of their camera's imaging system to determine its true native ISO, dynamic range and clipping points.

After processing the test data and determining exposure parameters, the resulting data is uploaded from the user's computer via the included USB cable to the meter, where it is stored as camera profiles. Profiling data from up to three cameras can be stored in a meter for instant recall.

"Sekonic helps photographers discover the differences in their camera system and use this information to control light, make better exposures and take better pictures," said Phil Bradon Sekonic's USA Product Marketing Manager. "With Sekonic Data Transfer Software and the L-758 series of light meters, photographers have the knowledge and the tools they need to make exposure decisions that are more precise and predictable than ever before."

To see how using the Sekonic L-758DR Light Meter and Sekonic Exposure Target plus Free Data Transfer Software can profile a digital camera and lens combination for total exposure accuracy watch Sekonic's YouTube video to see how it's done or visit the Video section on the Sekonic website: www.Sekonic.com .

The new application and the USB driver can be downloaded from the Sekonic website: http://www.sekonic.com/Support/Downloads/DTSSoftwareforMACandWindows.aspx . There is no change to the application software and USB driver for Windows.

About Sekonic Corporation
Sekonic Corporation Japan provides the widest range of light measurement devices for photographers around the world. Established in June 1951 as Seiko Electric Industries Co., Ltd., the first Sekonic brand exposure meter introduced was the revolutionary Sekonic P-1.

Over the years, worldwide demand for exposure meters resulted in the growth and construction of a new factory in June of 1959. By August of 1961 the Tokyo facility was authorized as a JIS Designated Factory for "electric exposure meters for photographic use".

Through the years Sekonic meters were so well recognized that in February 1984 the Sekonic Digipro X-1 and L-518 meters, were taken into space on the NASA Space Shuttle. Today Sekonic continues to produce and develop meters for every aspect of photography serving the film, video, cinematography and digital photographic marketplace.

Sekonic products are marketed exclusively by MAC Group (www.MACGroupUS.com) in the USA, and sold by distributors around the world.

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