

# Demb Flip-it/Demb Flash Diffuser

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**Installation, hot-shoe flashes:** Flip-it! comes fully assembled and ready to put on.



Center the Flip-it! on the short end of your flash with your left hand.



Grasp the front of the stretch strap with the fingers of your right hand.



Pull forward and over the front of the flash.



To remove, flick the front of the strap up.

If the strap is too tight or loose, remove the strap and change the start position on the hook Velcro section.



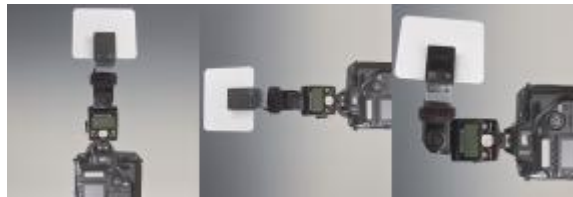
**Installation on bowl reflectors**, like Qflash, Lumedyne, 120J. Stick the mounting strip on the reflector as shown in the illustration. Cure Velcro for 24 hours before using.

**For direct flash**, swing the reflector panel back out of the way.

**Bounce Lighting Suggestions:** Flip-it is used with the flash pointed straight up. Move the panel on the hinge to change softness of light, depth of shadow, and ratio between bounce off a ceiling and bounce off the reflector panel.



Set the reflector slightly back for close-ups anywhere, or medium shots in a room with a ceiling.  
Set it vertically for medium shots in a high-ceiling room or outdoors.  
Set it forward for full-length and groups in high ceiling room or outdoors up to 18'.



To switch from horizontal to vertical, first turn your camera to the vertical position, then flip the head of the flash up toward the ceiling

## Directional portrait lighting

After you have experimented with bounce lighting with Flip-it, try some directional lighting. Aim the flash right or left to get right or left light off the ceiling. The bounce off the ceiling provides directional main light, while the light skimming off the Flip-it reflector panel simultaneously provides the fill light from the front. The result: 2 light sources from only 1 flash.



Aim the flash right or left for directional portrait lighting.

## Outdoor fill flash

Using Flip-it for outdoor fill flash provides filled shadows that look much more natural than shadows filled with direct flash. For close-ups try the reflector straight up. For groups try the reflector forward.



Add the diffuser to the front

**The Demb Flash Diffuser** adds a double panel semi-clear diffuser to the front of the Flip-it! Attach with the Velcro strap to the front, after the Flip-it is on.



Hoarding the flash is the most powerful setting. Set vertically for medium shots in a high-ceiling room or out doors . Forward for close-ups anywhere or medium shots in a room with a ceiling.