

# Demb Flip-it/Demb Flash Diffuser

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



With your left hand, center the reflector panel on the **side (short dimension) of your flash for use without a bracket** or on the **back (long dimension), for use with a camera bracket**. Stretch the band **way out** with your right hand, then wrap around the flash and stick the tab down on the **outside** of the stretch strap. Don't worry, you can't break it or wear out the elastic. Press the velstretch down all around the flash with your fingers.



**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, (not forward). 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. Vertically for medium shots in a high-ceiling room or outdoors. Forward for full-length and groups in high ceiling room or outdoors up to 18'.



## 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.