

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 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**. The attachment section is extremely flexible for mounting either way. Wrap the band tight around the strobe, near the top and stick together with the Velcro tab.



Installation on bowl reflectors, like Qflash, Lumedyne, 120J. Mark the top of the bowl so you will center the Flip-it properly. Push the reflector all the way forward & place it on the bowl so it just clears but does not bind. Mark below the bottom of the Velcro with a pencil, so you will know where to stick the 3 strips to match the ends and middle. Cure Velcro for 24 hours before using. **Convertible** comes with a separate band for your hot-shoe or handle-mount strobe.

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, & 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.

**** CARE** The white vinyl reflector may be cleaned with mild detergent. Warping may occur over 115 degrees. Please protect from intense heat. If the panel warps in extreme heat, remove the panel and put it on a board for 5 minutes in a 250 degree oven. Changing the angle by grasping the reflector **by the hinge** rather than the reflector panel will protect the panel from breaking on the corner of the hinge, and greatly extend the life of the panel. The panel may be replaced if necessary.