

Demb Pop-up Flip-it! Deluxe

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Mounting Instructions



Hold the Flip-it with your left hand and slide the tab into your hot shoe.



Then pop the flash up.



Hold the Flip-it with your left hand and the edges of the mirror with your right hand.



Stretch the mirror over the flash and down in front.



Removing Instructions

Remove in reverse order. First the mirror, then the tab. Please be sure the mirror is off before you pull the tab out.



Suggestions for Use

The pop-up flash on your camera has limited power and delivers minimal quality. Because the lighting it produces is so flat and unattractive, many DSLR owners never even use it at all.

The good news is that recent improvements in high iso performance, plus the use of camera and flash compensation settings make my flash modifier work, and with very attractive results.

My favorite combo is: M mode, iso 650, exposure compensation of +1.7, flash compensation of +.7. In M mode you may choose a shutter speed which is high enough to counter a high percentage of window blow out when doing indoor shots in daylight hours and a good percentage of tungsten redness in indoor situations with lots of ambient tungsten.

By using different angles on the rear reflector, I have been able to get results which rival those from Flip-it! on external flashes, in both ceiling environments, and environments with no ceiling. Of course the range is shorter, the iso a little higher, and I am adding camera and flash comps. This is not for zoom shots from 30 feet away. But in the normal distance range for home family and party candids, 14 feet and closer, just pick up your camera, turn it on, and shoot. Beautiful! If you are comfortable using a higher iso, such as 1600, an exposure comp of 2.3 and a flash comp of +1 (or higher if you have it), you may extend the range even further.

I do not suggest that the Pop-up Flip-it! is a substitute for your powerful external flash or that it is for professional assignments. However, I believe that even you pros will really love it as an "off-duty" flash system for your personal photography.



Reflector "off" ceiling bounce only



Skim position provides delicate fill of ceiling bounce



Medium range, ceiling or no ceiling



Reflector only, for furthest part of range



Direct flash, if you need it