



*"Radio based E-TTL. Lick n' Stick Simple. It's about time."*

The reliability of radio slave, paired with the creative freedom of e-TTL is here at last. Introducing the RadioPopper flash triggering system. The first ever product like it anywhere in the world, the RadioPopper transmitter and receiver pair seamlessly convert your existing current model Canon and Nikon flash units from an infrared "line of sight" wireless system to an omni directional, long distance, and highly reliable radio based flash system.

RadioPopper maintains all of your camera's existing E-TTL and A-TTL functions including multi-channel receiver selection, groupings, ratios, and high speed sync functions. And fine tune your exposure as always with the Flash Exposure Compensation (FEC) controls already built into your camera. All the same functions you already know and love while seamlessly replacing the (occasionally unreliable) infrared communication scheme with a highly reliable radio signal connection.

The RadioPopper transmitter and receiver pair attaches in seconds to the exterior of your existing flash units, "lick n' stick simple" requiring no modifications, drilling, or opening of your current flash units. It doesn't even require a cable to connect to your camera. No kidding. And forget complicated programming - just power it on, wait two seconds for the link light, and shoot.

RadioPopper is dual purpose. We didn't forget the studio shooters - the RadioPopper system includes a plug to attach directly to your manual studio strobe units just like a standard manual radio slave unit using a standard mini-plug / PC sync plug. Though this configuration does not allow TTL function, it still doubles as a reliable radio triggering tool for your Bees.

RadioPopper is simple and highly reliable. We built it like a tank using exceptionally high quality components with significant noise and interference canceling circuitry for reliability you can count on.

The world of flash photography just changed, and it's about time. Put your hand held slave units anywhere you like, and let your camera's automatic exposure system do the work for you. Automatic. Wireless. Reliable. Imagine that.

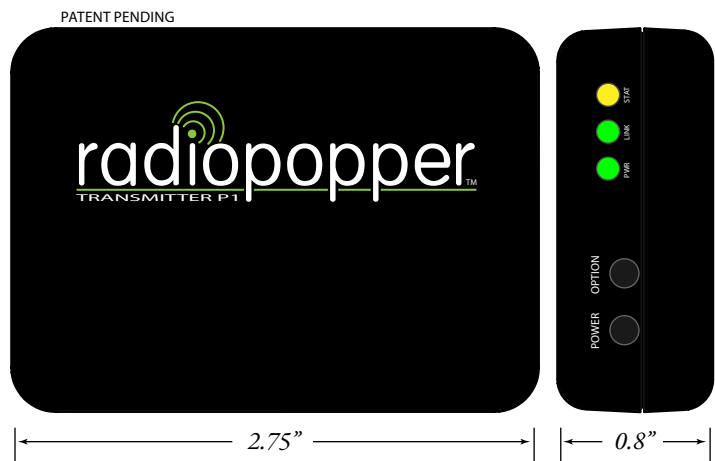
### *Project Status and Timeline:*

These sort of announcements are often the subject of myth - lofty dreams lacking application. We are thrilled to announce that this product is alive and well, and functioning as advertised in prototype pre-production form.

Our Patent is now pending, and we are currently in process of working out the final design, function, and cosmetic specifics before launching production. We are also starting the process of FCC certification with the government before we may offer units for sale.

Additional news and updates to follow over the next couple months. We realistically expect evaluation units ready for shipment in November 2007 with limited production units available by Christmas 2007. Full large scale production is expected to commence January 2008 with production units shipping immediately as they are assembled.

We are currently entertaining all potential arrangements regarding distribution, production, and financial partnerships. If you have serious interest in this regard, please email at the address below.



### *Initial Design Specifications:*

*Our production ready units are currently in beta testing. Final specifications are subject to change and will be finalized before production units are manufactured. Please subscribe to our email list at [radiopopper.com](http://radiopopper.com) for news and updates as we move closer to production of final sellable units.*

- Range:** 500+ feet outdoors, 200+ feet indoors
- Battery:** Standard CR2032 watch cells (2)
- Batt Life:** 30+ hours continual operation
- Frequency:** Operates in the High Power ISM (902-928Mhz) Band
- Antenna:** Housed inside unit - nothing external to get in the way
- Configuration:** Simple 2-button operation. 'Power' and 'Option' buttons.
- Indicators:** 3-LED's - Power, Link, and Status
- Retail Price:** In-line with current market name brand radio slave units
- Manual Slave:** Standard mono "mini 1/8" plug
- Accessories:** Mounting hardware, 2 sets of batteries, manual slave Mini-PC sync cord provided for easy 'out of the box' use with studio flash systems