



N-feeling

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NOVOFLEX



THINKING BEYOND

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Tools that inspire us to use them, that stimulate creativity, that bring us pleasure as soon as we take them into our hands, are more than a means to an end for their owners. Their value triggers emotions that affect the work. They give the owner the assurance that he has made the best possible choice.

NOVOFLEX creates such tools for photographers.

Tools with features that show that they were made to create something of value. They are the result of considerations that have but one objective: To further photography and to perfect the results. Just as photographers strive to achieve the best possible picture, so does NOVOFLEX design and produce tools that support their quest. Tools with which the limitations of an outfit can be reduced and that make the impossible photo possible.

In the think tank department of NOVOFLEX ideas are refined to make the perfect tool for the perfect picture even better.



FROM THE DESIRE TO THE PERFECT SOLUTION

What happens when photographers, technicians and visionaries sit down at the same table? An immense variety of possible solutions and the recognition that the perfect solution consists of the combination of numerous individual solutions. This is exactly the philosophy that makes NOVOFLEX products so unique and versatile. They are building blocks that are tailored to one another and that can be newly combined for the optimal solution of every new task.

Every photographer has different pictures in mind, whose execution confront him with different challenges. Therefore the greatest possible universality and the capability for individual specialization is a primary policy in the development of NOVOFLEX products.

They are designed to form a construction set for the execution of unique picture ideas, in which everyone can find the optimal module for achieving his or her creative intention. NOVOFLEX designs the best tools for the best picture. Tools that complement the most modern equipment systems in order to overcome the limitations of their optics and their compatibility and to bring about interchangeability greater than that provided by manufacturers. In this process,

the quest for perfection is always at the top consideration in their design. NOVOFLEX products optimally complement the equipment whose range of functions they expand. They are high-grade accessories specifically targeted for overcoming the limitations of picture-taking systems and for opening further creative potential. Existing limitations of equipment systems are the starting point at which NOVOFLEX deliberations begin.

The question as to how seemingly perfect outfits can be improved establishes the objectives for further developments. Solutions for capturing images that up to now only existed in the minds of photographers and for which the camera alone was not adequate, are among the most important challenges that the idea gives at NOVOFLEX nurture. Where 'good enough' is no longer sufficient and where only the best is acceptable, that is where the NOVOFLEX designers take over.

Nobody is perfect – but NOVOFLEX gets a little closer to this ideal every day.

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WHERE DO THESE IDEAS COME FROM...

Problems and solutions characterize the evolution of mankind. To make the impossible become possible is the engine of progress.

That also applies to the creation and execution of images. For more than a century it has been an eager desire to capture important moments and to preserve them for the future. The documentation of events in order to keep them as memories was in the forefront. Today, photographs are much more than a record of reality.

There are images that convey much more than what a film, a sensor or a lens can record. They are interpretations of our surroundings, they mirror our feelings and they are communicators for conveying information. From capturing the decisive moment, photography expanded its function to become the most important medium for communication. Although the value of a picture as a memory has not lost any importance, its value as an individual medium for visual communication has increased enormously. Photographers no longer photograph just what they are seeing, they take pictures that they want to show. This creative urge by photographers is a never ending inspiration for NOVOFLEX product development.

Whether it is the enlargement of a lens image angle that is wanted, or the combi-

nation of many individual pictures into a mosaic, a panorama, an HDR picture or a 3D image – when the matching accuracy in assembling different individual pictures is essential – NOVOFLEX has the right ideas. Ideas that open new paths by extricating the pictures from the heads, ideas that challenge the validity of conventional methods, ideas that upset old traditions while at the same time establishing new ones. They are propelled to life by the inventiveness of NOVOFLEX and more so by the creativity of the photographers who are encumbered by technical limitations in the execution of their pictures. Overcoming these limitations challenges their inventiveness, it stimulates their own imagination and nurtures the wish to make things better. The fun of inventing, paired with the instinct for sensing the wishes of photographers, always listening to ideas and demands, that is the basis for which the NOVOFLEX firm has been standing for more than 60 years, namely the source of ideas for high-grade tools that are indispensable to photographers in the implementation of unusual picture ideas. The idea generators for product development at NOVOFLEX are the picture ideas of the photographers.





...AND WHERE DO THEY GO?

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On their way to a finished product, an idea traverses many stations. Firstly, is it even a good idea? Does it promise to solve photographic tasks in a better fashion? Is its feasibility of manufacturing possible? Is NOVOFLEX able to find the best solution for this task? A solution that has merit, that is applicable, universal and that culminates in a high-grade product that lasts longer than a lifetime. With the most up-to-date computer-assisted design systems (CAD), the ideas are developed further and visualized. Then the first hand samples from the model-building department come. These samples are checked for their usability, their handling, stability and last but not least for the design that supports their functionality. There is no such thing as a blind test at NOVOFLEX. Photographers are asked for their experiences with the product samples and their ideas for improvements are welcomed. Only when all the functions meet everyone's satisfaction does it go into the pilot run stage. If the latter also passes the highest quality tests in accordance with the criteria of NOVOFLEX Business Manager Reinhard Hiesinger, the first hurdle towards series production has been overcome.

But even then a NOVOFLEX product is not ready yet. Because now the constant process of optimizing begins which is based on the experiences gained during practical use of the equipment. At NOVOFLEX the development process of an idea never ends. It is the philosophy of the company that everything can always be improved. This quest for perfection permeates the entire life cycle of NOVOFLEX products. The theme "Better is the enemy of good" is premise for all actions. A permanent improvement is as much a part of company management as the joy of innovation and the spirit of invention. Many characteristics that at first seem to be irrelevant, such as the play of a thread, the structure of a surface, the shape of a lever are given the greatest attention by the quality fanatics at NOVOFLEX. The perfecting of even the smallest components in terms of material, shape and precision is of primary importance in the minds of all NOVOFLEX employees. Because here, too, it is true that a chain is only as strong as its weakest link.

„THOSE WERE THE DAYS...“

For more than 60 years NOVOFLEX is well-known for the philosophy of the perfected product. Flexibility, precision and timeless quality were and are the top objective. The expressed determination of supplying photographers with tools of lasting value that make their work more gratifying and at the same time expanding their creative possibilities, has been the policy for action from the very beginning. Optimized usability for the customer, the combination of functionality, quality, and universality have been guiding company thinking since its founding in the year 1948. The first products were

■ reflex housings for brands like Contax and Leica. Then special bellows accessories for Contax, Edixa, Hasselblad and Alpa cameras followed. A revolution in sports-, animal- and action photography were the fast-shooting lenses developed in 1955. They made lightning-fast focusing possible by pressing a slider that resembled the trigger on a pistol handle. Until the emergence of cameras with autofocus features, they occupied an exclusive position in the market. While the fast-shooting lenses served for the quick capture of distant objects, the special bellows accessories explored close-up objects. Therefore



it was a logical extension to develop matching macro lenses and lens heads. Already then an inventive spirit and an innovative drive became the basis for product development at NOVOFLEX. The bellows accessories were the first to feature automatic aperture coupling. The experience with the manufacture of glass items led to an order for producing prism finders for Hasselblad cameras. The line of fast-shooting lenses is developed further in cooperation with the optics specialist Tamron. The first result of this cooperation was the first fast-shooting lens with internal focusing. Next came the first bellows



accessory with electric aperture coupling for Canon EOS cameras. In the mid 90s the change of name to NOVOFLEX Präzisions-technik came along with the change in ownership. But with Reinhard Hiesinger as the source of ideas in product devel-

opment for many years, innovative power remained uninterrupted. Quite on the contrary: early-on he recognized the enormous potential of digital technology and ingeniously couples it with the experience and knowledge of analog photography and mechani-

cal precision. The results are intelligent solutions for the application and expansion of digital exposure technology. The guiding philosophy is the system principle, the adaptability of the products to changing tasks. From the Magic Ball that revolution-

ized the ball-and-socket tripod head to the innovative panorama system that is a perfect complement for digital stitching technology, all the way to the QuadroPod system that advances the tripod into a new dimension as a four-leg accessory, the innovations

have been coming at a fast pace. With the development of precision adapters for the brand-transcending application of lenses on new cameras, NOVOFLEX creates a new flexibility in the interchange of lenses that also gives older precious lenses a new life. For sixty

years, NOVOFLEX has been inventing something new practically every day, without losing sight of the sixty-years-young love for precision and perfection.

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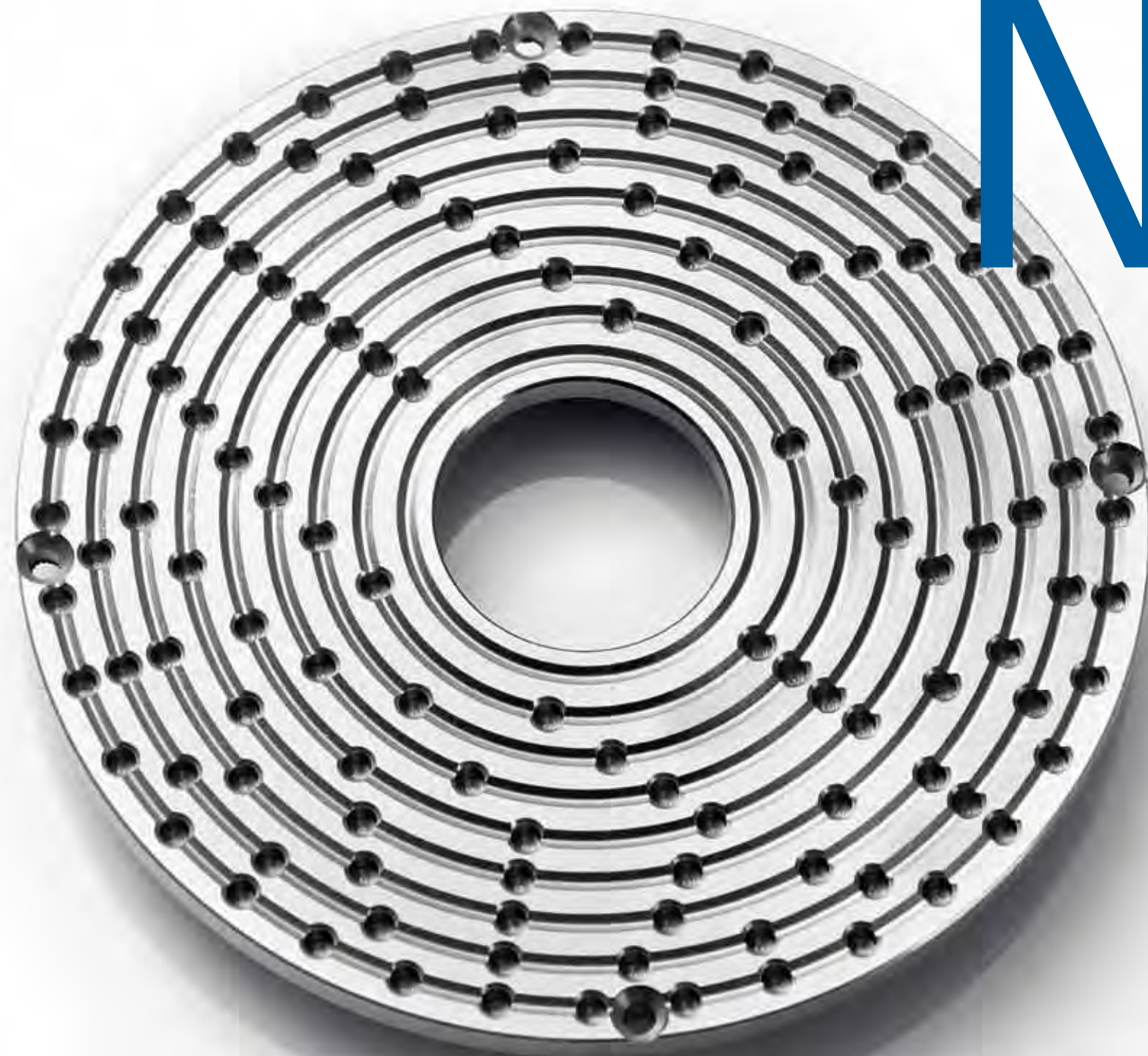


THE SUM OF THE PARTS

The big difference to others is the attention NOVOFLEX is given to details that often seem to be minor. NOVOFLEX devotes the same thorough attention to them as it does to the overall enterprise. They give the completed

product the aura that it is more than the sum of the individual parts. The precise interplay of every individual component reflects the determination for perfection. Even the smallest of them enhance the experience of work-

ing with NOVOFLEX equipment, so that the mere handling of the product already becomes a pleasure.



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FROM ROUGH EDGES TO SMOOTH CURVES

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At first, the product and its function are the topic in its planning. When its function is correct, it is given an emotional expansion by means of product design. At that point, it doesn't matter whether it functions, but how it functions. How easily, how pleasantly, how effectively. A significant characteristic of NOVOFLEX products is their feel.

That already projects quality to the user, eliciting a pleasant emotional reaction by the user as soon as he or she touches a NOVOFLEX device.

The interplay of feel, design and function stimulates the special fascination of rails, knobs, clamps or adapter rings. The objective is to create the feeling that something has to be the way it is and no different. Aesthetic qualities that follow the functionality, but that also transcend it, are the secret of the special image that NOVOFLEX wants to instill in its products. They are to provide users with the experience of a perfect tool that motivates them to be perfect themselves.



SURFACES THAT MIRROR THE SOUL

Can we assume what the inside is like by looking at the outside? Yes! The surface reveals much of the qualities and virtues of a product. How, for example, does a knurling feel and what does that feeling tell us about its function? The special feel of NOVOFLEX products should also be perceived as a symbol of their qualitatively high-grade craftsmanship. But surfaces can also serve as recognition features for assessing the function of a component or of an operating element. For that reason, most of the moving parts, such as knurled parts, spindles and knobs of NOVOFLEX products are given a blue color. The knurling itself can already convey information about the function of a setting knob and how it works. For example, touching can already tell us whether a setting knob has parallel- or cross-knurling and thus whether it serves for advancing or for clamping. By means of intelligent surface treatment, the purpose and function of components can be conveyed to, and recognized by the user visually or by feel.



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HOW SPHERES BECOME IDEAS



Mr. Hiesinger, what considerations and thoughts motivated you to re-invent the tripod head as the MagicBall?

Traditional ball-and-socket tripod heads always had the problem that the base became loose when the ball was released. Furthermore, a ball that sits in a round base can become soiled much faster. Beyond that, we wanted to find a solution that works without grease. In short, we wanted to create a tilter that is entirely new and that is fundamentally different from all the others because of its functionality and because of the way it is operated.

In the end, what was the basic idea for the solution?

At first, this sounds quite simple. We basically turned the existing principle of the ball tilter on its head. The ball is stationary and the carrier moves around the ball.

What is the practical advantage of this inversion?

That arrangement practically equips the photographer with a guiding capability. He uses the upper part for guiding the lens. Photographically, this means that the left hand stays on the guiding- and clamping handle, while the right hand rests on the camera's shutter release. The guiding slides through the plastic lateral cheeks with silky smoothness. The optical axis stays unchanged when the device is locked. There is no lifting or lowering by opening or locking the clamping. A



half turn of the guiding handle is sufficient and the entire setting becomes absolutely rigid. An integrated friction adjustment makes it possible to tailor the clamping force to the weight of the camera.

For what types of photography are these qualities especially decisive?

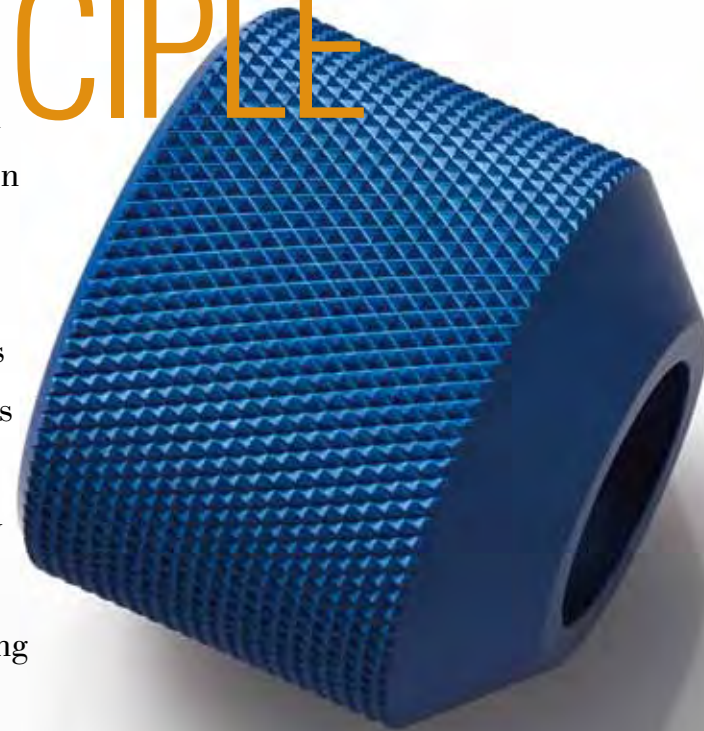
The fact that the optical axis neither rises nor lowers during loosening or fastening the setting brings equal advantages to the fields of macro- as well as telephoto photography. The greater the reproduction ratio, the stronger becomes the advantage of an unchanging positioning of the optical axis. The high vibration suppression provided by the precise fabrication and by the use high-grade materials have a significant effect on the pictorial results.

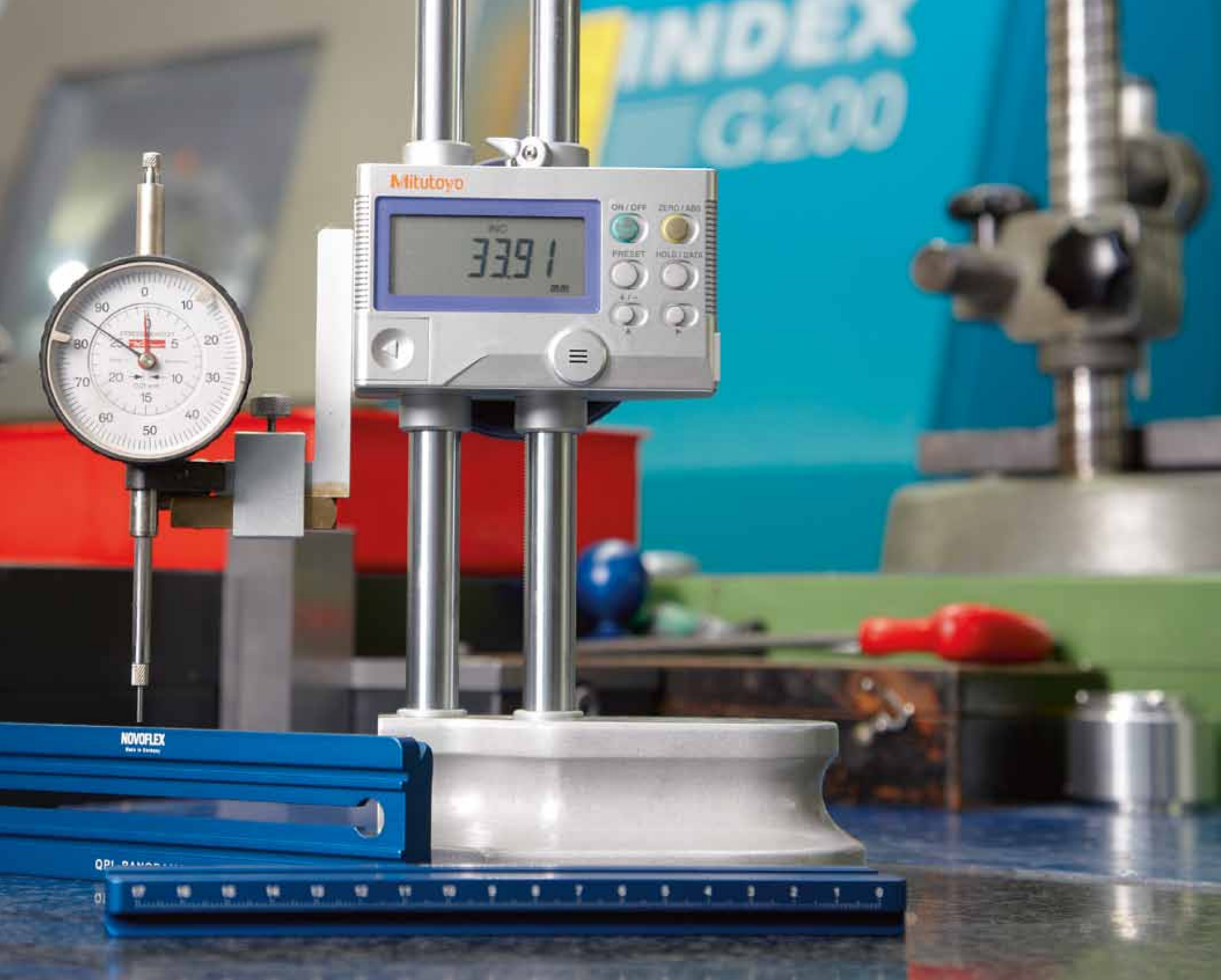




PRECISION AS AN AESTHETIC PRINCIPLE

Measuring is the foundation of all precision fabrication. Absolute fitting accuracy is the prerequisite for problem-free assembly and for the quality of the finished product. At NOVOFLEX, precision has an even greater meaning. It contributes significantly to the aesthetic appeal of NOVOFLEX products. To measure, count, weigh and compare – an individual mankind always works in accordance with strong models and compares new with existing knowledge. Only when the new creation fits into the ideal model of the senses, when the proportions and dimensions are correct, when the function can be repeated over and over again without clearance or hesitation, that is when the objective has been achieved. The NOVOFLEX precision is a demand not only on the product but also on the employees themselves. It is an expression of a mental attitude that sees beauty in perfecting a product. Besides from their special applications, NOVOFLEX products must elicit emotions. They must create a feeling in their users that everyone enjoys when savouring something so remarkably perfect.





ZERO TOLERANCES

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Tolerance, as a principle of granting and accepting different views, opinions and behaviors – a commendable quality in everyday life – has no place in precision technology. Therefore even the smallest deviation from the norm is unacceptable at NOVOFLEX. Moreover, it is a deliberate directive that tolerances in the fabrication of every single part shall be kept to an absolute minimum. The strategy of avoiding or correcting errors at the very source has the highest priority. To that effect there are machines that work with accuracies of hundredths of millimeters, controlled by dedicated experts. To recognize errors, to detect deviations and to find their causes in order to prevent them in the future is as much a part of the NOVOFLEX company strategy as the objective of error-free fabrication. Human beings make mistakes, machines make mistakes. Only those who recognize them and define them can also eliminate them. For that reason NOVOFLEX has following policy: Tolerance for those who make a mistake. No tolerance when detected deviations that could cause disruptions are not corrected.



INNOVATIONS AT HAND

Mr. Hiesinger – NOVOFLEX is regarded as a fountain of ideas for photographic accessories. You have initiated many innovations yourself. Where do you find the ideas for the company's great power of innovation?

To begin with – Photography and taking pictures is more than my profession. They are significant parts of my life. Therefore, many ideas for photographic solutions do not at all originate from photography. I encounter them in everyday life. There I often discover ingenious ideas that excite me, which I then try to adapt to photography. We cannot change the world but we try to make people a little happier by making innovative products. Functions that are not well thought out or manufactured imperfectly make people angry. We simply ask ourselves what

it is that could upset users of current solutions and products and then we seek to make it better. To that end I often find incentives in things that have little or nothing at all to do with photography.

How does such a case influence the design of a NOVOFLEX product?

I have a toy clock at home that creates sounds and music in an ingenious manner by means of interchangeable plates that have many small studs. That gave me the idea of using the stud tracking on the NOVOFLEX panorama plate.

Are improvements and innovations only applied to new products or generations?

Not at all. Numerous changes are quietly applied to a line of products as soon as we have noticed how we can improve something. Such ideas can come from the inside as well as from the outside. The constant dialog with our customers leads us automatically to an ongoing optimization of our products.

How do you notice that a product still has improvement potential?

We simply assume that it does. It is not seldom that I take a rack or a wheel or a finished product into my hands and then 'play' with it. Are there disturbing edges? Is it easy to handle? Is it fun to work with it? Could one increase or improve its function? It is always best to take a product into one's hands and to 'fiddle' with it. That is why I always say: Innovations are at hand.

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You see, we haven't invented the wheel all over again but some extras that will make it work even more smoothly and a joy to use in any moment where it's needed. And we will continue working every day to make it better still. Whether it is a big wheel or a tiny wheel - as a NOVOFLEX component we will devote our full attention to it, based on the knowledge that even the smallest wheel in the mechanism contributes significantly to the quality of the entire unit and has to be supported in every possible way.

WHEN COLOUR BECOMES AN IDENTITY



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Colours have a strong emotional effect. They infuse qualities into products that go beyond pure functionality. Colours create sympathies. NOVOFLEX chose the colour blue as a clear signal of its products. Blue is one of the important colours in life. Blue suggests the illusion of the endless. But it also conveys the feeling of strength harmony and sympathy. At the same time, blue has a soothing effect. While certain colors are subject to trends and fashions, blue never lost its special radiance, and it therefore stands for continuity, for timeless values, too. And it emphasizes the special effect of mechanisms and metal very well. The colour blue lends NOVOFLEX an unequivocal personality with which its products stand out refreshingly from the dominating black image of photography. With its unmistakable blue, NOVOFLEX was a groundbreaker for sympathy communication by means of colour in the photo industry. The blue colour identifies photographers as NOVOFLEX users. It signals their claim and with it confirms the quality of NOVOFLEX products.



WE GIVE LENSES A SECOND LIFE

Good connections are very helpful. In life as well as in photography. They help to preserve good things and to try out new ones that can be integrated. Herein lays the thinking behind NOVOFLEX adapters. They have been part of the core assortment of parts for decades and they fit perfectly in the product portfolio. They are a challenge to the precision of mechanical workmanship in order to achieve optimal optical performances. Optics have been a part of the core competences of NOVOFLEX not only during the times of fast-shooting lenses: macro lenses, lens heads for bellows devices or prism viewfinders were produced by NOVOFLEX over a long period of time. This know-

how is very valuable in the production of adapter rings, with which lenses from different manufacturers can be adapted to cameras from other makers. NOVOFLEX made it possible to use lenses from the analog era, which have long ceased to be produced, on the new digital system cameras. With the long experience gained in its own manufacture of lenses and in the fabrication of adapter rings for brands like Carl Zeiss, Hasselblad and Leica was extremely valuable in the development of new solutions. That is why NOVOFLEX adapters are precise mechanical devices that completely preserve the optical performances of the adapted equipment. They make photography more

flexible, the options of the photographer more versatile and they facilitate the integration of other systems. With the adaptation of all the important optics to a variety of camera systems. NOVOFLEX not only overcomes limitations, it also explores new creative possibilities while enhancing the value retention of grand old lenses from the analog era and presenting them with a second life.

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VIEWS WITH NO LIMITS



The horizon is not a border. Looking beyond the horizon, crossing borders hitherto considered to be impassable have made NOVOFLEX what it is today: An innovative enterprise that helps its customers to use modern technology and to apply it to their old equipment and to their existing know-how. It is a matter of course that precise metal fabrication and precise mechanisms are the primary consideration in the development of new products. The challenges however are not subject to those limitations. Who knows whether some day tripod technology will

not involve electricity? Whether it will include vibration control via gyro sensors and micro-motor assists like it is currently used in cameras or whether tripod heads will be made of carbon compounds? Whether people carry an “always present, always turned-on” internet camera on their person, giving the

world an insight into their private being? Whether we will present each other with 3D portraits? And whether the electronic autofocus magnifier will soon serve as more than just a viewing aid? Today’s developments in photographic technology already suggest that communication via images, may they be stills or videos

or a combination of both, is becoming more and more indispensable. NOVOFLEX considers it to be a task to produce special accessories that simplify and expand the use of new imaging technologies. This is also evident in current products that assist movie-making with SLR cameras, where NOVOFLEX simplifies

professional video productions with its innovative supports, racks and rigs. Not only does NOVOFLEX have the ideas for such applications, it also has the appropriate ingenious designers, tools and machines to produce them. Yet the special company structure of NOVOFLEX is flexible enough to react

quickly to new technical developments and to be able to fulfill special customer wishes very quickly.





"we didn't want to invent the wheel all over again. It was more our intention to create a camera support system that can be tailored optimally to any situation and task. whether outdoors or in the studio, the NOVOFLEX QuadroPod assures a secure support and a comfortable working platform wherever it is used. Uneven ground, tight spaces, smallest area for placement - the QuadroPod provides a stable camera support that will not fall over because it is more than a tripod. The QuadroPod is a comprehensive building-block system for the best possible support of photography in any situation. It offers the photographer a collection of comfortable solutions for camera support for every task, in every environment."

FOUR LEGS AND NO END



Table, chair and automobile – they all stand securely on four points and that should also apply to a tripod. In the past, when NOVOFLEX was asked when it would build its own tripods, the terse reply was: When it makes sense. As of 2008, it makes sense. That is when NOVOFLEX introduced the QuadroPod. Not a tripod, but the most flexible camera support system existing for photographers. A tool box for all situations that require a stable camera stand. The QuadroPod can be used as an extremely stable four-legged camera support. It can also serve as a mini-tripod with an unusual load capacity. As a wall support with two long and two short legs it simplifies exposures in tight situations, thus making it possible to take photographs from almost any angle. Furthermore the legs can be attached

everywhere. They can provide stable support in an automobile just as they can under a room ceiling. With suction cups they can also be attached to smooth, flat surfaces like glass panes. With the QuadroPod, NOVOFLEX has created a multifunctional support that can be adapted to every imaginable situation. Beyond that, it features a high load capacity, it is impervious to vibration- and wind effects. It can always be upgraded. The innovative aspect of this system is not its fourth leg, but the improved weight distribution that is achieved by the additional support provided by the fourth leg. When the weight is shifted in the wrong direction on a tripod, it will fall over – not so with a QuadroPod. This is firm.

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NOVOFLEX is a special mixture of ultra-modern, computer-assisted precision fabrication and meticulous manufacturing. The assembly is a decisive phase on the way to the finished product and is therefore performed with the most scrupulous accuracy. That is the moment when learned skills and experience of long-term employees come to fruition. The assembly of the individual parts marks the endpoint on the path to the actual product. But even then, the desired objective has not yet been reached. As in the fabrication of individual parts, there is a thorough quality test at the end of the assembly. Only when a product has passed this last hurdle, final acceptance and clearance is granted. The constant inspection process, from the first drawing on a computer, to the fabrica-

tion of the components and their assembly, all the way to the final clearance of the finished product, ensures that all NOVOFLEX products satisfy the company's own high quality standards thoroughly and completely. While optimal functionality is fundamental, it is by far not sufficient criterion. NOVOFLEX is to convey more than that to their customers, namely the assurance of using a tool that can accompany them for a lifetime. A tool that is not a solitary item, but part of a well thought-out system with components that optimally complement each other. They are tools that not only support the creative work of photographers in the best possible way, they are tools to make the work itself become a pleasure.

HERE
COMES
TOGETHER
WHAT
BELONGS
TOGETHER



THIS IS WHAT A REWARD LOOKS LIKE

Who rewards whom? A good product deserves equally good packaging. Here too, NOVOFLEX philosophy takes effect by giving things a significance beyond their basic functions. Good packaging emphasizes the value of a product. The customer senses the value that

NOVOFLEX itself attributes to its products. At NOVOFLEX, the task of packaging is far more than just the protection during transport. It almost assumes the role of after-sales care. It decides whether unpacking will be fun or frustrating. Therefore its task is to ensure

that the customer will feel from the very beginning that he has made a valuable acquisition. It should enhance the feeling of having made the right decision. It affects the first impression that the customer has when he or she first encounters the product and how this is

remembered. Therefore packaging is also a front page of the brand. An important tool to gain a long time customer. NOVOFLEX makes very sure that its packages scrupulously satisfy not only all the guidelines for aesthetics and practicality, but especially those of an

ecological nature. Of course, protection of the product is still the primary consideration. Whenever possible, renewable raw materials are used. In addition to protection and aesthetics, NOVOFLEX also pays attention to its handling in a camera shop and space requirements in

storage. Dealers who do not like to unpack a new product will show it less frequently and therefore make fewer sales. At NOVOFLEX, packages have many additional functions. They constitute a reward for the employees by confirming that they have created a product that

deserves to be packaged safely, attractively and costly. NOVOFLEX packaging is a reward for the salesperson, whom it enables to present the product in an attractive manner, and it is a reward for the customer, who feels that he or she has acquired something of value.





MADE IN GERMANY, AT HOME IN THE WORLD

Mr. Hiesinger, is NOVOFLEX a worldwide brand?

Yes, and even for a very long time. During its early days, NOVOFLEX already supplied the US Navy and other institutions, agencies and organizations around the world with fast-shooting lenses, outfits for macro- and photomicrography as well as other special accessories.

Does the label “Made in Germany” play an important role?

Of course, but not exclusively. The NOVOFLEX brand must also meet the expectation of precision, dependability, quality and value retention over and over again. We have always travelled all over the world because products like ours are made nowhere else in the world with this mechanical precision.

Photography has become more international. Many German manufacturers have been displaced by foreign competitors. How was NOVOFLEX able to maintain its position?

That has several reasons. It is not that globalization only had positive effects on our firm. After all, this also caused the change in ownership and a new start. Because we have always differentiated ourselves from others by means of the functionality of our products and our own high demand on quality, we are still able to assert ourselves.

But was it not just the product displacement that caused many German firms to fold?

That is correct. Technical displacements have also changed the markets. The dramatic evolution of electronics and digital technology very quickly edged out companies that specialized in mechanical devices. We at NOVOFLEX recognized the need for electronic devices on mechanical precision accessories early on and we quickly adapted ourselves to that need.

Is that sufficient for conquering international markets and to assert yourselves in them?

Our presence in international markets is assured primarily by our qualitatively unique products. But NOVOFLEX has always been at home in the world with good representatives and employees. We do not need any ‘door openers’. We only have to live up to international quality demands at all times and supply our partners with innovative products that have no equivalent anywhere in the world.

How does NOVOFLEX see itself positioned in international competition?

We do not supply mass products. Our products thrive on the ideas that are embedded in them. On grown and constantly added know-how. Their attractiveness consists of the uniqueness that differentiates them from all the others. Progress and innovation, combined with the objective of value retention, a joy in precision and the quest for perfection are the claim and the secret of the success of NOVOFLEX that is



reflected by every product and that is recognized and demanded in worldwide markets.

But the roots are situated as strongly as ever in Germany?

Our strength is rooted in everyday values and traditions of the Allgäu region, a farming area in the South of Germany near the Alps. And the virtues of that region are reflected in the character of the employees and in the products. Our products are developed and manufactured in house. The ancillary suppliers are also located in this region.

NOVOFLEX is a world brand because we operate in the style of manual fabrication. As a brand, we are represented in all world markets and we are valued and highly regarded as partners. For many years we have been exhibitors with our own booth at all the important international trade fairs. We have distribution partners in all the leading industrial countries. Our products are shipped from Memmingen to all civilized countries in the world.

CAMERA SUPPORT

QuadroPod

— the modular 4-legged system

- ☞ QP B
- ☞ CP C
- ☞ QP V
- ☞ QLEG A 2830 SET
- ☞ QLEG A 2840 SET
- ☞ QLEG C 2830 SET
- ☞ QLEG C 2840 SET



Minipod

— an acrobat for any ground

- ☞ MINIPOD



Microstativ

— there's no smaller that stable

- ☞ MICROSTATIV

BasicBall

— flexible and versatile

- ☞ BB blau / BB silber



BALL HEADS

MagicBall

— intuitive handling - maximum movability

- ☞ MB
- ☞ MB 50
- ☞ MB Mini



ClassicBall

— advanced technique inside, superior usability on any occasion

- ☞ CB 3
- ☞ CB 5



Ball/Neiger

— stable ball heads for all purposes

- ☞ BALL 19 / P
- ☞ NEIGER 19 / P
- ☞ BALL 30
- ☞ BALL 40



D in O

— the ideal device for horizontal and vertical panning

- ☞ D IN O



QUICK RELEASE SYSTEMS

MiniConnect

— small, handy and super-elegant

- ☞ MC
- ☞ MC Profi



MC connectors

- ☞ MC 1/4
- ☞ MC 1/4 SPEZIAL
- ☞ MC 1/4 LANG
- ☞ MC 3/8
- ☞ MC 3/8 SPEZIAL
- ☞ MC 3/8 LANG



Q-System

— the safe, professional quick release

- ☞ Q=BASE
- ☞ Q=MOUNT



Q-Plates

— the whole world of clamping plates

- ☞ QPL 1
- ☞ QPL 1 3/8"
- ☞ QPL 2
- ☞ QPL 3
- ☞ QPL 4
- ☞ QPL 6x6
- ☞ QPL AT-1
- ☞ QPL AT-2
- ☞ QPL Vertikal
- ☞ QPL Video



PANORAMA SYSTEMS

— for beginners and pros — perfect solutions for any panorama image

Panoramaplates

- ☞ PANORAMA
- ☞ PANORAMA=Q
- ☞ PANORAMA=Q 6/8
- ☞ PANORAMA=Q PRO



Panorama systems

- ☞ VR-SYSTEM II
- ☞ VR-6/8
- ☞ VR-PRO II
- ☞ VR-SLANT



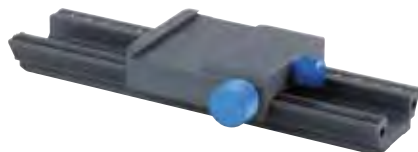
☞ Additional information is available at our website www.novoflex.de
Simply enter the product code.

FOCUSING RACKS

– control the smallest steps

Focussing racks

- CASTEL-L
- CASTEL-Q
- CASTEL-XL
- CASTEL-XQ



Cross Focussing Racks

- CASTEL-CROSS MC
- CASTEL-CROSS Q



LEVELLING DEVICE

MagicBalance

+/- 15° Levelling device for all panorama systems and more

- MBAL



FLASH SYSTEMS AND FLASH HOLDING SYSTEMS

– the modular NOVOFLEX flash system

- AUTO-DUO-FLASH
- AUTO-FLASH-ART
- AUTO-RING-FLASH
- ZPM-DI



Flash holding systems for all purposes

- FLASH-GRIFF
- XX-HALTER
- UNIMARM
- UNISSET



MULTI MEDIA RACK SYSTEM

BlueBird

– creative support for DSLR video cameras

- MMR-BlueBird

uFly

– let your video camera system fly

- MMR-UFLY



MAGICSTUDIO

– Table-top studio for individualists

- MS 30 SET
- MS 50 SET
- MS 80 SET
- MS-REPROSET+LIGHT



SLIDE DUPLICATOR

CASTEL-COP-DIGI

– accessory for many focussing racks



Reverse adapter

– for CANON EOS – small objects - great pictures

EOS-RETRO



• Additional information is available at our website www.novoflex.de
Simply enter the product code.

BELLOWS SYSTEMS

Universal bellows

- BALPRO1
- BALPRO T/S



Automatic bellows

- for Canon EOS
- BALCAN-AF



• Additional information is available at our website www.novoflex.de
Simply enter the product code.

UNIVERSAL CLAMPS

– maximum stability for your gear

- UNIKLEM
- UNIKLEM 42
- UNILEM 26



USEFUL ACCESSORIES

– the “must-haves” for your photo bag

- KIT
- ZEBRA
- ZEBRA XL
- STASET
- BLUE-WRAP S/M/L/XL
- TELESACK



ADAPTER RINGS

– give your lenses a second life



for CANON EOS camera bodies

- EOS/CO
- EOS/LER
- EOS/NIK
- EOS/NIK NT

for FourThirds camera bodies

- FT/CO
- FT/CONT
- FT/LER
- FT/NIK
- FT/OM
- FT/T2
- FT/PENT

for MicroFourThirds camera bodies

- MFT/CAN
- MFT/CO
- MFT/CONT
- MFT/LEM
- MFT/LER
- MFT/MIN-MD
- MFT/MIN-AF
- MFT/NIK
- MFT/OM
- MFT/PENT
- MFT/T2



for SONY NEX camera bodies

- NEX/CAN
- NEX/CO
- NEX/CONT
- NEX/LEM
- NEX/LER
- NEX/MIN-MD
- NEX/MIN-AF
- NEX/NIK
- NEX/OM
- NEX/PENT
- NEX/T2

for SAMSUNG NX camera bodies

- NX/CAN
- NX/CO
- NX/CONT
- NX/LER
- NX/MIN-MD
- NX/MIN-AF
- NX/NIK
- NX/OM
- NX/PENT
- NX/T2

... and many more



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