

PFY - Innovative LED Lighting for Photo and Video

Introducing the world's first portable video light with a wooden design and unique features!



The advertisement features a dark blue background. In the top right corner, the PFY logo is displayed in white. The central focus is the PFY MATRIX VIDEO RGB LIGHT, shown in two orientations: a top-down view of the wooden-textured device and a bottom-up view of the translucent blue device. The top-down view shows a control panel with a color wheel and a digital display showing 'CCT 4200'. The bottom-up view shows the light's lens and internal components. The text 'MATRIX VIDEO RGB LIGHT' is prominently displayed in a large, stylized font. Below it, the tagline 'World's first pocket sized LED Video Light with programmable FX Effects' is written in a smaller, italicized font.

Bayern, Augsburg, Jan 26, 2021 ([IssueWire.com](https://www.issuewire.com)) - PFY - Photo Film for You

[PFY](#) introduces a new portable video light with new and unique features.

The [MATRIX](#) portable light is available in two versions: 14 watts and 7 watts LED light. In contrast to conventional RGB lights, the Matrix RGB light is not just a light based on red, green, and

blue LEDs. By adding two additional white LEDs - one for tungsten and one for daylight. That reproduces colors better and more precisely than ever before: **RGBCW Light**.

PFY Quality - Made in Germany!

The [PFY Matrix](#) video light is the world's first [portable LED light](#) in a wooden design and with unique features. In addition to the supported CCT range from 3200 to 6500K, the MATRIX can use the entire 360 ° color space. While other video lights are limited on features and with fixed effects, the Matrix is the world's first video light offering a fully programmable **FreeStyle Mode**. With this mode, you are able to simulate through 4 individual adjustable color channels your unique effect. Millions of possibilities are waiting to be created. Actually, the limitation is only the creativity of the user itself.

PFY integrated to its light the newest Bluetooth Mesh technology offering you the possibility to control hundreds of Matrix lights. But we moved one step further. Each light can even be controlled remotely without the app. This is a very useful feature when you don't want to use the app or your smartphone is not available.

The [PFY App](#), which is available for iOS and Android devices, is clearly structured and can be used intuitively. The app offers all kinds of controls like the light itself and much more. You have the option to set up your specific color or CCT and save it as a preset so you can have it ready with just a fingertip without having to readjust it.

The app also includes a color picker function. Use the smartphone to select any color through the app and Matrix will render the color you want. This is a very helpful feature if you want a specific color for your setup.

The ergonomic design allows you to use the MATRIX with one hand as effect light, key light, or fill light. It's extremely versatile with multiple 1/4 "screw holes and a rotating mounting arm.

The [Matrix mini](#) has additional strong magnets on the housing with which it can be attached to any metal part.

PFY Matrix - Portable, Versatile and Powerful

Both lights are available at www.pfy-tech.com or www.pilotfly.de with special discounts. It is also available at [B&H](#) and many other retailers around the world.



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