

# pressinformation

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## TIPA Award 2011 goes to broncolor Senso

The TIPA (Technical Image Press Association) has presented, as every year, its most coveted awards for the best photo and imaging products in the world. The company Bron Elektronik AG, Allschwil / Switzerland has been awarded a prize. The prize goes to the Swiss manufacturer for their broncolor Senso power packs. Below TIPA's nomination text:

### “Best Professional Flash System: broncolor Power Pack Senso series



The broncolor Senso series combines easily controllable flash power and compact size. The Senso power pack is available in two power versions, offering 13 to 1200 J or 26 to 2400 J (Ws) flash energy for up to three lamps in two channels plus 5 f-stop asymmetry. Appealing and practical features include constant colour temperature over three f-stops and a built-in radio receiver RFS 2. Jointly developed for the Senso power packs, the Litos flash head offers flexible handling with a protective cap that can quickly be converted into an umbrella or standard reflector.”

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The association TIPA (Technical Image Press Association) was founded in 1991 as an independent non-profit association for photo magazines from the fields photo and imaging. With 29 members from 14 countries TIPA is the largest and most influential association of its kind in the world. TIPA has member magazines from nine European countries plus Australia, Canada, China, USA and South Africa. Every year, TIPA editors of the associated magazines vote for the best photo and imaging products in the world. They take into account innovation, the use of leading-edge technology, design and ergonomics, ease-of-use, as well as price/performance ratio. For further information visit: [TIPA Link award](#)