

ELINCHROM ONE - update v.4

INTRODUCTION SCHEDULE

Update version 4

- New MSRP price
- 2x blog post content for your website
- Press release
- Ads & banners
- IMPORTANT; The public announcement is scheduled for the 10th of August and the consumer availability 2 weeks later on the 24th of August.

Webshop availability	✓
Marketing package*	✓
Shipping availability	✓
Dealer launch	✓
EMBARGO UNTIL	August 10th
Consumer announcement + Pre-order opening	August 10th
Consumer availability	August 24th

***Marketing package includes**

Product images (Packshots)	✓
Campaign images (Promo + BTS)	✓
Product chart 2021 (Product + Set)	✓
QSG - Quick Start Guide (English)	✓
Manual (English)	✓
Manual (Other languages)	24th August 2021
Travelling by air (English)	24th August 2021
Press release (PDF + InDesign)	✓
Ad, banners (JPG + PSD)	5th August 2021
Video (Product + Promo)	10th August 2021
2x blog post stories (PDF)	✓
Conformity document (PDF)	24th August 2021

Follow the story wherever it takes you.

Always be ready when inspiration strikes with the supremely compact and lightweight Elinchrom ONE. With only 1.5 kg (3.3 lbs), the ONE merges 131Ws of capacity with features including an integrated Li-ion battery, USB-C Active Charging, TTL, HSS, and a streamlined touch interface into a low profile housing.

A portable, rugged and dependable off-camera flash equipped for your next adventure.

Wherever that will be.



ELINCHROM ONE & ACCESSORIES

CODE NUMBERS & MSRP PRICE

Elinchrom ONE Off Camera Flash Kit	20932.1	839 € / 949 \$ *	New MSRP following price increase of 1st August
Elinchrom ONE Off Camera Flash Dual Kit	20931.2	1679 € / 1899 \$ *	
Elinchrom OCF Diffusion Dome	25110	24 € / 29 \$ *	
Elinchrom OCF Adapter	26346	34 € / 39 \$ *	
Elinchrom 65W USB-C Wall Charger	11052	49 € / 64 \$ *	
Elinchrom USB-C Cable 1.8 m (5.9")		included in the 11052	
Elinchrom 20000mAh 18W Power Bank	11050	49 € / 64 \$ *	refer to Power Bank Bulletin
Elinchrom ONE Case	33250	49 € / 64 \$ *	
Elinchrom ONE Backpack	33252	109 € / 134 \$ *	
Elinchrom OCF Wide Reflector 16 cm (6.3")	26090	44 € / 54 \$ *	Availability TBD
Elinchrom OCF Barndoors	26002	59 € / 79 \$ *	Availability TBD
Elinchrom Flashtube 125 J	24091	84 € / 99 \$ *	

*Manufacturer's suggested retail price



Elinchrom 20000mAh 18W Power Bank
11050



Elinchrom ONE Case
33250



Elinchrom OCF Diffusion Dome
25110



Elinchrom ONE Backpack
33252

ELINCHROM ONE

MARKETING MATERIAL

Available on the Promotional Resources Website

All marketing material can be downloaded from the promotional resource section of the Elinchrom webpage.

<https://www.elinchrom.com/agent/resources.php>

Please be connected to your account to be able to download the files.

Product Images (Packshots)	https://www.elinchrom.com/agent/resources.php?q=one+packshot
Campaign Images (Promo + BTS)	https://www.elinchrom.com/agent/resources.php?q=one+campaign
Manual + QSG (English)	https://www.elinchrom.com/agent/resources.php?q=one+manual
Travel by Air	NOT YET AVAILABLE
Product Chart (Product + Set)	https://www.elinchrom.com/agent/resources.php?q=product+chart+2021
Power Bank (Distributor bulletin)	https://www.elinchrom.com/agent/resources.php?q=power+bank
NEW Press Release (PDF + InDesign)	https://www.elinchrom.com/agent/resources.php?q=one+pr
NEW Web & Social Banners (Jpg + PSD)	https://www.elinchrom.com/agent/resources.php?q=one+banners
NEW Ad, Posters, Banners (PDF + InDesign)	https://www.elinchrom.com/agent/resources.php?q=one+advertising+posters
NEW 2x Blog post stories (PDF + Jpg)	https://www.elinchrom.com/agent/resources.php?q=one+blog
Video (Product + Promo)	NOT YET AVAILABLE

ELINCHROM ONE WEBPAGE

ELINCHROM WEBSITE LINKS

live on August 10th, 2021

Elinchrom ONE product webpage	www.elinchrom.com/product/elinchrom-one/
Elinchrom ONE press release webpage	www.elinchrom.com/news/elinchrom-one-pr/
Elinchrom ONE blog post story - 1	www.elinchrom.com/discover/capturing-artisans-in-oaxaca-with-the-elinchrom-one/
Elinchrom ONE blog post story - 2	https://www.elinchrom.com/discover/the-covid-frontline-heroes/

For website & online content

Keep a low profile

Add the versatility of an off-camera flash with light shaping capabilities to any kit while maintaining a minimal footprint with the Elinchrom ONE. Similar in size and weight (1.5kg / 3.3 lbs) to a 70-200mm lens, the ONE is ready to travel with you anywhere and everywhere.



Brave the elements

The Elinchrom ONE utilizes a sealed Li-ion battery for maximum portability and enhanced protection from the elements while on location. Plus, you are not tied to proprietary spare batteries or chargers with the ability to charge from any USB-C source.



For website & online content

Never lose momentum

Capable of producing 725 full-power flashes on a single charge, the Elinchrom ONE is ready for longer shoots. Additionally, with Active Charging, the ONE can be connected to a power source and continue shooting while charging regardless of the battery's power level, keeping your workflow uninterrupted.

Shape your story

Shaping light is at the heart of every great photo you create. Designed around an unconcealed flash tube for optimal light spread, the Elinchrom ONE ensures you experience the beautiful light quality Elinchrom is known for.



Your choice of light modifiers

Engineered to use the newly developed Elinchrom OCF modifier mount, the Elinchrom ONE is also natively compatible with most Profoto® OCF light shapers, greatly expanding your selection of available light shaping tools.

The included Elinchrom OCF to Bayonet Adapter enables quick mounting to speedrings and reflectors using the traditional Elinchrom bayonet.



For website & online content

Do more with less

Engineered for peak efficiency, the Elinchrom ONE utilizes its 131 Ws of capacity to generate a light output usually seen in 200+ Ws units.

At 1 meter (3.3ft) and 100 ISO, the ONE can achieve F-11.9, with the Diffusion Dome attached, and when combined with the HP Reflector, the achievable F-Stop climbs to F-45.2.



Navigate swiftly

With a touchscreen interface and a newly designed menu structure, experience a streamlined access to the ONE's settings to ensure you never miss a chance to capture the moment.



For website & online content

ELINCHROM ONE

KEY FEATURES

- **Supreme portability**
Weighing only 1.5kg (3.3 lbs) and similar in size than a 70-200mm lens, the ONE is ready to travel with you anywhere and everywhere.
- **Integrated Li-Ion battery**
Enables up to 725 full-power flashes on a single charge and enhanced protection from the elements while on location.
- **USB-C charge port**
Charge the Elinchrom ONE from any USB-C source without proprietary spare batteries or chargers.
- **Active Charging**
Connect the Elinchrom ONE to a power source and continue shooting while charging regardless of the battery's power level.
- **Elinchrom OCF modifier mount**
Natively compatible with Profoto OCF and the traditional Elinchrom bayonet mount via an included adapter.
- **Touch screen interface**
Clever and streamlined interface designed to provide the most efficient user experience and quick set up times.
- **Powerful bicolor LED modeling lamp**
Adjustable color temperature of 2700 to 6500 with an output of 3000 Lumens and a CRI 95.
- **Fast recycle times and precise color accuracy**
The ONE recycles in 0.9 seconds at full power and maintains a +/- 150K color temperature over the entire power range.
- **Sync up to 1/8000s with HSS**
Freeze motion, overpower ambient light and darken backgrounds.
- **TTL with Manual Lock**
Enables a quick switch from TTL to manual without losing exposure settings.
- **Smart Pro-Active cooling**
The Elinchrom ONE learns your shooting style and adapts its cooling cycle around it.
- **Removable tilt-head**
The two-way metal tilt-head with 7-8 mm umbrella mount detaches, making the Elinchrom ONE ergonomic for hand-holding.

ELINCHROM ONE

RETAIL PRICE

ELINCHROM ONE OFF CAMERA FLASH KIT - 20932.1

BOX CONFIGURATION

20932.1

1x Elinchrom ONE	20930.1
1x Elinchrom OCF Adapter	26346
1x Elinchrom OCF Diffusion Dome	25110
1x Elinchrom 65W USB-C Wall Charger	11052
1x Elinchrom USB-C Cable 1.8 m (5.9")	
1x Elinchrom ONE Case	33250
2 Year Warranty	

MSRP*

Euro 839

USD 949

Excluding Taxes

*Manufacturer's suggested retail price



ELINCHROM ONE OFF CAMERA FLASH DUAL KIT - 20931.2

BOX CONFIGURATION

20931.2

2x Elinchrom ONE	20930.1
2x Elinchrom OCF Adapter	26346
2x Elinchrom OCF Diffusion Dome	25110
2x Elinchrom 65W USB-C Wall Charger	11052
2x Elinchrom USB-C Cable 1.8 m (5.9")	
1x Elinchrom ONE Backpack	33252
2 Year Warranty	

MSRP*

Euro 1'679

USD 1'899

Excluding Taxes

*Manufacturer's suggested retail price



 **ELINCHROM ONE**
SPECIFICATIONS

UNIT	Energy (Ws/J)	131
	F-Stop (1m, 100 ISO, HP Reflector 26 cm (10.2"), max power)	45.2
	F-Stop (1m, 100 ISO, OCF Diffusion Dome, max power)	11.9
	Power range (F-Stop)	5
	Power range (Ws/J)	7 – 131
	Power range display	0.1 – 4.3 (Elinchrom scale) / 5.8 – 10 / 7 - 131 (Ws scale)
	Power increments in Manual / TTL mode	0.1 F-Stop / 0.3 F-Stop
	Flash duration t0.1 min/max power (Normal mode)	1/1530s – 1/155s
	Flash duration t0.1 min/max power (Action mode)	1/7000s – 1/625s
	Recycling time min/max power	0.06s / 0.9s
	Flash mode	Manual / TTL / HSS (with Transmitter Pro)
	Action mode	Faster flash duration over the power range
	Flash colour temperature at max power	5900 K (Action) / 5600 K (HSS)
	Flash colour stability over the power range (all modes)	±150 K
	Power stability	±0.5%
	Auto power dumping	Adjusts power settings automatically in real time
Fan cooled	Smart proactive cooling	
Input	USB-C	
BATTERY	Battery	Li-Ion - Built-in - 41.04Wh
	Battery capacity min/max power (LED lamp OFF)	9700 / 725
	Battery capacity min/max power (LED lamp ON 100%)	3700 / 550
	Battery charge status	On the display if ON and side logo if OFF
	Charging time (with 65W USB-C Wall Charger)	60 m (80%) – 100 m (100%) / Fast charge (unit is ON) 80 m (80%) – 135 m (100%) / Slow charge (unit is OFF)
	Charging time (with 18W 20000 mAh Power Bank)	80 m (80%) – 135 m (100%) / Fast charge (unit is ON) 105 m (80%) – 180 m (100%) / Slow charge (unit is OFF)
LED	LED modeling lamp modes	ON/OFF, free, proportional, VFC
	LED modeling lamp power	20W / equivalent to 120W / 3000 lm / CRI 95
	LED modeling lamp color temperature	Presets from 2700 K to 6500 K
	LED run time (LED only, min/max power)	10 hours / 90 minutes
RADIO	Skyport (built-in)	20 frequency channels, 4 Groups
	Skyport distance range (Transmitter Pro, manual mode)	Indoor: up to 60 m / Outdoor: up to 200 m
	Bluetooth® (built-in)	Version 4.2 / Compatible Studio Software Win, Mac, iOS
SIZE	Umbrella fitting (on tilt head)	7 – 8 mm
	Dimensions with Diffusion Dome and tilt head	23 x 16.5 x 10.5 cm 9 x 6.5 x 4.1 inches
	Dimensions without Diffusion Dome and tilt head	22.5 x 10 x 10 cm 8.5 x 3.9 x 3.9 inches
	Weight (with/without tilt head)	1.5 kg – 3.3 lbs / 1.3 kg – 2.9 lbs

For website & online content

ACCESSORIES

DESCRIPTIONS

Elinchrom OCF Diffusion Dome - 25110

Short description

The Elinchrom OCF Diffusion Dome serves double duty as both a protective, polycarbonate cover for Elinchrom off-camera flashes with unconcealed flash tubes and a modifier producing softer light with an even spread.

Detailed description

Stay safe

Constructed from polycarbonate, the OCF Diffusion Dome protects the unconcealed flash tubes on Elinchrom off-camera flashes units during transportation or in the field.

Keep it simple

The OCF Diffusion Dome is a fast and uncomplicated way to soften light output while still maintaining an even beam spread.

Direct fit

Created for use on all units utilizing the Elinchrom OCF Mount, the OCF Diffusion Dome mounts without using an adapter.



Elinchrom OCF Adapter - 26346

Short description

The Elinchrom OCF Adapter efficiently enables the use of Elinchrom bayonet-equipped speedrings, softboxes, and accessories on light sources using the Elinchrom OCF or Profoto® OCF mounts.

Note: Designed to hold up to 1kg (2.2lbs), the Elinchrom-Profoto® Adapter (EL26333) should be used for all payloads exceeding that limit.

Detailed description

Take your pick

Use your favorite Elinchrom light modifier or accessory on any Elinchrom OCF or Profoto® OCF light source with the Elinchrom OCF Adapter.

Complication free

This straightforward and durable adapter functions without moving parts, increasing reliability and ease of use on set.

Keep things light

Intended for use predominantly with off-camera flashes, the OCF Adapter can hold up to 1kg (2.2lbs) if your desired light modifier exceeds that limit, purchase the Elinchrom-Profoto® Adapter (EL26333) instead.



For website & online content

ACCESSORIES

DESCRIPTIONS

Elinchrom ONE Case - 33250

Short description

The Elinchrom ONE Case is a lightweight, semi-rigid carry solution for an Elinchrom ONE off-camera flash and related accessories.

Detailed description

Fits right in

The Elinchrom ONE Case takes full advantage of the Elinchrom ONE's minimal footprint and is easy to incorporate into your existing kit without adding excess bulk or weight.

With space for what you need

The ONE Case holds one Elinchrom ONE Off-Camera Flash, plus an OCF Diffusion Dome, 65W USB-C Wall Charger with USB-C Cable 1.8m (5.9'), and OCF Adapter.

And room for customization

Reconfigure the internal dividers to make room for other small accessories or to repurpose the ONE Case entirely.



Elinchrom ONE Backpack - 33252

Short description

The Elinchrom ONE Backpack is a rugged and comfortable carry solution for two Elinchrom ONE off-camera flashes and related accessories.

Detailed description

Grab and go

Built from durable, weather-resistant, coated nylon, the Elinchrom ONE Backpack enables you to comfortably and safely carry a two-light set up on your next adventure.

Be ready at a moment's notice

The Elinchrom ONE Backpack features a removable, quick-access insert that holds two Elinchrom ONE Off-Camera Flashes, plus two OCF Diffusion Domes, two 65W USB-C Wall Chargers with USB-C Cables 1.8m (5.9'), and two OCF Adapters.

With room to spare

Use the integrated padded 16" laptop sleeve and additional organizer pockets to pack whatever else you need to bring along and get the job done.



For website & online content

ACCESSORIES

DESCRIPTIONS

Elinchrom 65W USB-C Wall Charger - 11052

Short description

The Elinchrom 65W USB-C Wall Charger with USB-C Cable 1.8m (5.9') enables rapid recharging of the Elinchrom ONE off-camera flash via AC power and supports Active Charging. Also included is a multi-plug adapter set with plugs for US, UK, Australia, Europe and Korea.

Detailed description

Get ready fast

This 65W USB-C Wall Charger with USB-C Cable 1.8m (5.9') recharges the Elinchrom ONE's battery to 100% in 100 mins in Fast Charge (unit is ON) and 135 mins in Slow Charge (unit is OFF).

Never lose momentum

Compatible with Active Charging, the Elinchrom 65W USB-C Wall Charger with USB-C Cable 1.8m (5.9') enables you to connect the ONE to AC power and continue shooting while charging regardless of the battery's power level, keeping your workflow uninterrupted.

Have power when and where you need it

The included extra-long 1.8m (5.9') USB-C Cable gives you more freedom to position your off-camera flash while connected to AC power.

Travel the world

Includes multi-plug adapter set including plugs for US, UK, Australia, Europe and Korea.



Elinchrom 20000mAh 18W Power Bank - 11050

[Please refer to the Power Bank Bulletin for more details on how to purchase.](#)

Short description

The Elinchrom 20000mAh USB-C Power Bank (18W) can either rapidly recharge the Elinchrom ONE off-camera flash 1.5 times when not in use or add an additional 1100 full-power flashes via Active Charging. Also equipped with a USB-A port, this power bank can also serve as a backup power source for many devices such as smartphones, cameras, tablets, and more.

Detailed description

Get ready fast

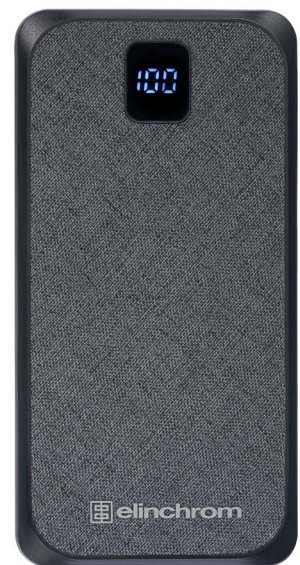
This 20000mAh USB-C Power Bank can recharge the Elinchrom ONE's battery 1.5 times and achieve a full charge in 135 mins in Fast Charge (unit is ON) and 180 mins in Slow Charge (unit is OFF).

Never lose momentum

Compatible with Active Charging, you can connect the Elinchrom 20000mAh USB-C Power Bank (18W) to the ONE and continue shooting while charging and gain an additional 1100 full-power flashes.

Always have a backup plan

With both USB-C and USB-A power ports, the Elinchrom 20000mAh USB-C Power Bank (18W) can serve as a spare power source for the Elinchrom One and many devices such as smartphones, cameras, tablets, and more.



For website & online content

UPCOMING ACCESSORIES

DESCRIPTIONS

Elinchrom OCF Wide Reflector 16 cm (6.3") - 26090

Availability TBD

Short description

The Elinchrom OCF Wide Reflectors suit photographers who need a bright single light source for even illumination with umbrellas and backgrounds, copy work or large groups photography.

This OCF Wide Reflector is Umbrella compatible.



Elinchrom OCF Barndoors - 26002

Availability TBD

Short description

The OCF Barndoor with four trapezium-shaped metal barndoors can be mounted directly on the unit to diminish light spread in all directions or shape a rectangular light beam.



ELINCHROM ONE

MARKETING GUIDELINE

PRODUCT NAME

Elinchrom ONE		Elinchrom One	
ELINCHROM ONE		elinchrom one	
The ONE		EL ONE	

TAGLINE

“Follow the story wherever it takes you.”