

**PRESS INFORMATION - For Immediate Release**  
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**CES 2014 LVH Booth # 46020**

## **SIRUI's ET Series Tripod Kits**

### **Perfect for the Budget Conscious Photo/Videographer**

If you're a photographer on a budget, but refuse to compromise on quality, the **new SIRUI ET Series Tripod Kit** is your ideal choice. Built for travel, the **ET Series** offers full size tripods that **fold compactly for easy storage and transport** (fits into most backpacks or carry-on luggage).

The tripod is precision built from **Aircraft Grade Aluminum or strong, lightweight 8 layer 100% Carbon Fiber**, for maximum performance, stability and long life. The matching **E-10/20 Ball Head is included** to provide full creative control with a **separate panning and main locking knob and useful bubble level**. Easily create panoramas with the exposed calibration scale.

The **SIRUI Flip Leg Lock System** makes setup and breakdown **fast and easy**. Simply open the leg locks and the legs smoothly slide open. Thanks to SIRUI's superior design, flip locks help to provide enhanced stability.

**SIRUI ET Series Tripod** have a uniquely designed leg mechanism that lets you **flip the legs up 180°**. This allows the tripod to be **folded significantly smaller** than comparably sized tripods with conventional leg designs. And you can keep a ball head on the tripod and it will still fit in the compact case.

When you want to get low to the ground or shoot at unusual angles, you can invert the center column and shoot from underneath the tripod or remove the center column and replace it with the **short center column** (included). And by adjusting the legs to any of the 3 leg angle positions, you can shoot on uneven terrain with ease.

#### **Features:**

##### **ET Series Tripods**

1. Flip Lock leg locks for faster setup and breakdown.
2. Full-sized, but folds down small.
3. Legs fold up 180° for extra compactness.
4. The center column can be inverted for low angle shots.
5. For speed and convenience, each leg has an automatic leg angle lock mechanism.
6. Short center column is supplied for low angle or macro shooting.
7. Three position leg angle for uneven terrain.
8. Your choice of economical Aircraft Grade Aluminum Alloy (ET-1004/ET-2004) or Ultra lightweight 100% Carbon Fiber (ET-1204/ET-2204).
9. ET-2004/2204 have retractable feet for outdoor photography.

##### **E Series Ball Heads**

1. Separate adjustment knobs for panning and main locking for maximum control and flexibility.
2. Bubble level for fast horizontal alignment.
3. SIRUI's unique locking mechanism provides unequalled locking force even with loads up to 39.7lb (18kg) for the E-10 Ball Head and 44lb (20kg) for the E-20 Ball Head!.
4. Rugged metal locking knob offers a wear-resistant surface, solid grip.
5. Precision built to provide smooth, vibration-free movement.

**The Sirui ET-Series Tripod Kits** have an estimated street price of approximately \$179.95 for the ET-1004, \$379.95 for the ET-1204, \$199.95 for the ET-2004 and \$379.95 for the ET-2204.

**Sirui Tripods** are distributed in the U.S exclusively by **Argraph Corporation** and are available from retailers nationwide. As with all Sirui products, the new **ET Series Tripod Kits** comes with a 6-year warranty.

For more details, please visit [argraph.com/Sirui-E-T-Tripod-Series.html](http://argraph.com/Sirui-E-T-Tripod-Series.html) or call us at 201.939.7722.

**About Argraph:**

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Additional information is available at [www.argraph.com](http://www.argraph.com).

**About Sirui:**

SIRUI Photographic Equipment Industry Co., Ltd, founded in 2001, has quickly become one of the leading manufacturers of photographic equipment. Located in Zhongshan, in the southern part of the Pearl River Delta, they specialize in the manufacture of professional tripods, monopods, ball heads and related accessories. By continuously investing in advanced tooling, innovative technologies and precision machinery - in concert with a highly trained design and engineering team - SIRUI is able to produce high quality products from design concept to parts manufacture to final assembly.