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## Plus X Award for mecablitz 15 MS-1 digital

### Innovative macro flash unit receives technology award

The innovative Metz mecablitz 15 MS-1 digital has won the Plus X Award 2009. At the official awards ceremony on 21 May 2009 in Cologne, this worldwide unique wireless macro flash unit, which can be used for multiple cameras, received awards in the categories of Design and High Quality. The 15 MS-1 digital macro flash unit attracted particular attention following its market launch in late 2008 above all thanks to its wireless TTL mode and multi-functional features. The two awards for the high quality standard and the design are testimony to this all-round successful product innovation.

High-quality workmanship and innovative design. The mecablitz 15 MS-1 won the Plus X Award in no fewer than two categories.



### The Plus X Award

Since 2004, Plus X Award has been honouring manufacturers for the edge in quality of their products. Awards are presented in the categories of Innovation, Design, User Convenience, High

Quality, Ergonomics and Eco Friendliness. This contributes to the recognition culture with regard to innovative enterprises, which think about tomorrow today. Each year, a panel of eminent judges made up of specialist journalists decides which products are to receive an award.

### **Metz flash units - success spanning 50 plus years**

Since 1952, Metz has successfully established itself on the market for flash units. As a full-range supplier, Metz produces flash units in all performance classes, which can be combined with all popular makes of camera. These internationally successful flash units have received many awards in past years. For example, the mecablitz 58 AF-1 digital is currently on exhibition as Germany's showpiece flash unit within the scope of the "design deutschland – case study 09" in New York and has also won the EISA Award for the "Best Product 2007-2008" in the "Photo Accessories" category.

The numerous awards won by Metz flash units serve as further confirmation of the clear commitment on the part of Metz Werke to manufacturing high-quality products "Made in Germany". Metz has been developing and producing products consistently in Germany for some 70 years.

The Metz press department would appreciate a specimen copy of your article:  
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