



TM

# AREA 48 COLOR

## Area 48 Color

Area 48 Color is the most compact and powerful, full-color LED panel light on the market today. Designed to exceed the demanding criteria of cinematographers and lighting directors working with today's high-resolution cameras, it provides unparalleled color accurate illumination in both white light and R/G/B. With a range of 2500K° to 10,000°K color temperature, it delivers 13,000 Lumen output (compared to a 1500W tungsten soft), and draws just 160W. It operates flicker-free and silent (fan-free design), and is totally free of the color shift inherent in most panel fixtures even while dimming from 100% to zero. Area 48 Color projects accurate, soft output with 105° light dispersion.

## Raises Color Accuracy Bar

The Area 48 Color sets yet higher standards for color accuracy. After 5 years of research, BB&S has developed a proprietary procedure and color algorithm to ensure precise color matching. Additionally BB&S selects the highest standard R/G/B and bi-color white LEDs (2700°K and 5600°K) that are selectively binned for quality.

## Skin Tones Matter

To compose artistic images, natural skin tones are crucial. BB&S has worked hard to optimize the color mix, making sure that the essential wavelengths for generating a natural look are present and consistent over the white spectrum.

## Perfect Whites & R/G/B

New Area 48 Color delivers stunning saturated and tinted colors as well as clean white light in both 2700°K and 5600°K at a higher 13,000 Lumen output. It matches the original Area 48's famous remote phosphor daylight and tungsten color rendering at both ends of the spectrum. All while drawing only 160W AC at full power.

## Soft Output, Wide Dispersion

The Area 48 Color delivers 13,000 Lumens, comparable to a 1500W tungsten soft light. With an even spherical light output, it delivers super soft light with wide 105° dispersion.

## Intuitive Touchscreen Operation

A unique onboard touchscreen offers local control over the ON/OFF function, Kelvin tweaking, plus/minus green, all colors and of course dimming.



Area 48 Color SKU # 2201

## AREA 48 COLOR Specifications

### POWER

Power 100-270 volts 50/60 Hz  
Max power consumption 160 watts  
Optional V-lock step up converter power consumption 165 watts

### LED:

Premium LED arrays

### Control:

Manual operation via touchpanel  
Or  
DMX 512/ RDM  
DMX 512 also allows daisy-chaining  
8/16 bit dimming from 0 to 100 %

### Dimensions:

W: 36cm / 14"  
H: 28cm / 11"  
D: 13cm / 5"

Weight including power supply:  
4.6 kilos/ 10 pounds

### Thermal

Ambient operation from  
-20° to 40°C/-4° to 104° F



Area 48 brackets available to assemble  
1 x 2 / 2 x 2 and more upon request

**BB&S**  
LIGHTING PEOPLE

# AREA 48 COLOR™



## Small Footprint & Standard Accessories

Area 48 Color measures 36cm/14" wide, by 28cm/11" high, by 13cm/5" deep and weighs 4.6 kg/10 pounds including power supply, so it is well suited for stands or lighting grids with the PSU mounted on the yoke.

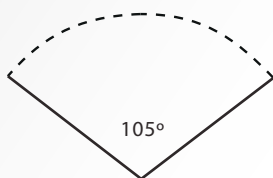
It comes with a 48V power supply, detachable barndoors, PowerCon True One locking AC cable and TVMP.

The company also offers an optional V-Lock/Gold Mount step up adapter and DoPchoice quick-release Snapbags.

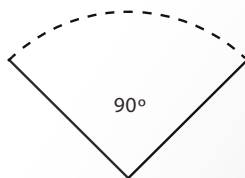
## Top 10 Advances of Area 48 Color:

- **Wider Color Gamut:** For full color with extreme accuracy, it incorporates R/G/B plus cool white and warm white LEDs (2700°K and 5600°K) that are selectively binned for quality. Allows outstanding saturated and tinted color rendition, and white light range 2500°K-10,000°K.
- **Natural looking skintones.**
- **Increased Accuracy:** 96-98 TLCI throughout the white range.
- **Flicker free:** at any framerate, delivers smooth 8/16-bit DMX/RDM dimming all the way to zero.
- **Quiet on the Set:** No forced cooling, no fans, no audible noise.
- **Powerful:** Delivers 13,000 Lumen output (compared to a 1500W tungsten soft)
- **Eliminates Color Shift:** Built-in BB&S SALUT™ software system maintains consistency in CCT points chosen when dimming, eliminating Kelvin drift.
- **Unique On-fixture Touchscreen:** Controls ON/OFF, Kelvin tweaking, plus/minus green, all colors and dimming.
- **Compact:** 36cm/14" wide, by 28cm/11" high, by 13cm/5" deep and weighs 10-lbs/4.6kg
- **Cost Effective:** Area 48 Color is unsurpassed in quality and durability, yet has an affordable price and low operating cost.

## Wide 105° to 40° Light Dispersion Pattern



Standard Beam Angle



With optional Snapbag



With optional SnapGrid

## Photometrics

BB&S AREA 48 COLOR

2700K

Distance Feet	3.3	6.6	9.8	13.1	16
Footcandles	388	97	43	24	16
Distance Meters	1	2	3	4	5
LUX	4172	1043	464	261	167

BB&S AREA 48 COLOR

4300K

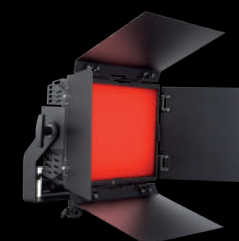
Distance Feet	3.3	6.6	9.8	13.1	16
Footcandles	414	103	46	26	17
Distance Meters	1	2	3	4	5
LUX	4453	1113	495	278	178

BB&S AREA 48 COLOR

5600K

Distance Feet	3.3	6.6	9.8	13.1	16
Footcandles	449.5	112.4	49.9	28.1	18
Distance Meters	1	2	3	4	5
LUX	4838	1209	538	302	194

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