

User guide

Profoto Elevate

For other languages visit:

Pour les autres langues, veuillez consulter:

www.profoto.com



Congratulations on acquiring your new Profoto Elevate

As you unpack the latest addition to your studio, you'll quickly realize that Elevate is more than just a product. It's a gateway to endless possibilities in visual content creation, a solution you can shape according to your needs to exhaust its full potential.

We've specifically created Elevate for dynamic studios like yours, where creativity meets the high demands of modern e-commerce. Every feature of Elevate is designed to support you in creating powerful content with ease and efficiency so you can shine in your position—day in and day out. Elevate was developed for the future and goes beyond traditional light shaping. It enables you to harness the power of studio automation for your e-commerce and editorial projects. Elevate seamlessly integrates with our powerful workflow software, ProStudio for workflow, fully connecting your studio and reshaping how you approach studio photography and videography.

As you embark on your content creation journey with the Profoto Elevate, tap into the full potential of our studio solutions ecosystem. By downloading the Profoto app and signing up for a My Profoto account, you can effortlessly manage your Profoto devices, enhancing your workflow and productivity.

Here's to a successful journey with Profoto Elevate.

Anders Hedebark, CEO of Profoto

General safety instructions



IMPORTANT SAFETY INFORMATION AND WARNINGS!

Do not operate the equipment before studying the User Guide. Make sure that the Quick Start and Safety Guide is always accessible to the user. Profoto products are intended for professional use. Profoto products are intended for indoor condition use. Do not place or use the equipment where it can be exposed to moisture, extreme electromagnetic fields or in areas with flammable gases or dust! Do not expose the equipment to dripping or splashing. Do not place any objects filled with liquids, such as vases, on or near the equipment. Should any water or pollutants such as ash, dust or insects end up in the product, disconnect the mains power cable from the outlet. Do not touch the equipment. Contact Profoto service. Do not expose the equipment to hasty temperature changes in humid conditions as this could lead to condensation water in the unit. Do not connect lights, or use light shaping tools, from other manufacturers. Do not use flash heads without supplied protective glass covers or protective grids. Glass covers shall be replaced, before using the equipment, if it has become visibly damaged to such an extent that their effectiveness is impaired, for example by cracks or deep scratches. Lamps shall be replaced if they are damaged or thermally deformed. When placing a lamp into the holder ensure not to touch the bulb with bare hands, always use protective gloves and allow equipment to cool down before placing lamp. Always use protective gloves and safety glasses while performing maintenance on the flash equipment. The front lens shall be changed if it has become visibly damaged to such an extent that their effectiveness is impaired, for example by cracks or deep scratches. If the product enclosure should crack, immediately stop using the product, disconnect the mains cable from the wall outlet and contact Profoto Service. It is unavoidable that the type of capacitor used in flash products can sometime break. If this should happen a sharp smell may emit from the flash product along with smoke. Avoid getting the emission in the face. If the emissions should get in the eyes or mouth, rinse with water. The emission is nontoxic. Rinse with water and soap if you get leaking electrolyte on skin. Do not ingest the electrolyte. Always lift generators and lights by their handles and never by the connectors or cables. Do not connect to mains power or otherwise operate a product which has been left in a hot or cold environment, such as a car. Let the product reach the approved operating temperature before doing so. Do not mount or use the equipment at a height exceeding 2 m (6.5 feet). When using a stand, always make sure that the equipment is securely attached. Remove transport cap from lamp head before use. Do not obstruct ventilation by placing filters, diffusing materials, etc. over inlets and outlets of the equipment ventilation or directly over glass cover, modeling lamp or flash tube! Product shall not be exposed to excessive heat such as sunshine, heat sources, and fire or similar. Profoto products are only intended for the purpose of image capture, such as photography and videography. They are not intended for use in any other application.



WARNING - Electric Shock - High Voltage!

Mains powered generator shall always be connected to a mains socket outlet with a protective earthing connection. Do not attempt to repair this product yourself, as opening or removing screwed covers may expose you to the risk of electric shock. Equipment must only be serviced, modified, or repaired by authorized and competent service personnel! Warning - The terminals marked with the flash symbol are hazardous live. Do not open or disassemble flashes, generators or lamp heads. Equipment operates with high voltage. The flashes, generators or lamp heads can contain hazardous live, for a considerable time, even when powered off and / or the mains cable has been removed. Do not touch modeling lamp or flash tube when mounting umbrella metal shaft in its reflector hole. The mains plug or appliance coupler is used as disconnect device. The disconnect device shall remain readily operable. Disconnect the lamp head cable between the generator and lamp head when changing the modeling lamp, flash tube, or fuse. Disconnect the mains cable and wait at least 10 minutes before attempting to replace flash tube and / or modelling light. When you are done using the equipment, always disconnect from the mains outlet by pulling the plug, not the cable. Never use ordinary household extension cords to elongate the power cable. They may overheat. Always unwind cord reel extension winders fully before use. Contact your Profoto dealer for proper equipment. Never operate the equipment without a functioning flash tube and / or modelling light.



Caution - Burn Hazard - Hot Parts!

Do not touch hot parts with bare fingers! Modeling lamps and flash tubes may make certain metal parts, front lenses or glass covers emit strong heat when used! All lamps may on rare occasions explode and throw out hot particles! Do not point modeling lamps or flash tubes too close to persons. Make sure that rated voltage for modeling lamp corresponds with technical data of user guide regarding power supply!



Warning - Loud noises

There is a risk for exposure to sudden loud noise. Please use hearing protection and/or observe a minimum safety distance of 68 cm (27 in.) between the generator and users/other people present.



Caution!

Possibly hazardous optical radiation emitted from lights and flashes. Do not stare at operating lamp. May be harmful to the eye. Do not trigger a flash towards an unexpected subject, any person operating heavy equipment, or on anyone performing any other activities where an unexpected flash could cause injury or harm. Please note that flashes can be triggered remotely from a long distance.

NOTICE

Note about RF!

This equipment makes use of the radio spectrum and emits radio frequency energy. Make sure the device is operated according to the local regulations. The frequency spectrum this device is using is shared with other users. Interference cannot be ruled out. Regulations change from time to time, so please make sure you are using the latest firmware and instructions to ensure compliance with rules and regulations. These can be downloaded free from profoto.com

RF Exposure Information

According to RF exposure regulations, under normal operations the end user shall refrain from being closer than 20 cm from the device.



Final Disposal

When the product reaches end of service, do not dispose of it with your other household waste. Equipment contains battery, electrical and electronic components that could be harmful to the environment. Equipment may be returned to Profoto distributors free of charge for recycling. Follow local legislation for disposal of batteries, electrical and electronic components, respectively.

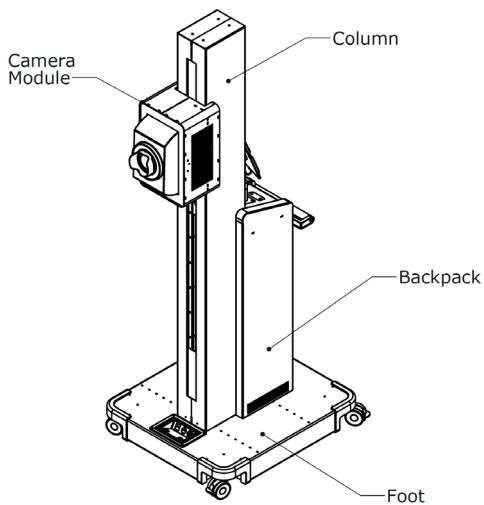
Care Instruction

To clean the unit, wipe with a soft cloth moistened with a little mild detergent. Use another soft dry cloth to wipe dry. Profoto Elevate is an all-in-one photo studio machine intended for the professional creation of photos and videos of apparel, fashion, and accessories. It is intended for use in a professional, light commercial indoor environment and to be used by trained end users only. The product is only to be used for its intended use of creating photo and video content using its enclosed hardware and software.

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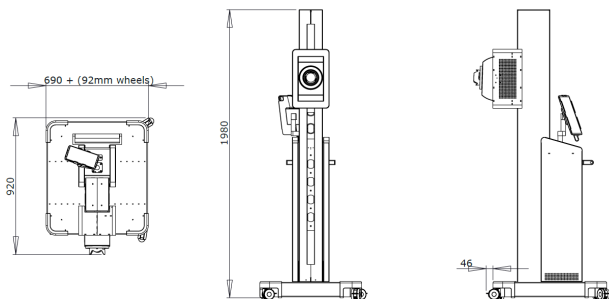
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System overview



Technical specifications

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Model name	Elevate
Regulatory model	Profoto Elevate (70050010)
Maximum ambient operating temperature (T _{ma})	10°C to +30°C/+50°F to +86°F

Size

Height:	198 cm (77.95 inch), including wheels
Width:	70 cm (27.56 inch), excluding wheels, with wheels 79 cm (31.10 inch)
Length:	92 cm (36.22 inch), including wheels
	Wheels stick out 46 mm from the base

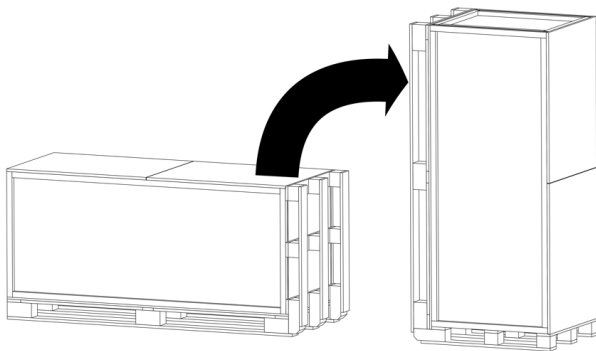
Operating conditions

Room size (HxWxL):	300 cm x 500 cm x 600 cm (118 inch x 200 inch x 240 inch)
Floor:	Plain and leveled, ideally concrete or similar
Ambient Lighting:	Continuous throughout the day. No direct light entering the machine area
Environment:	System should not be installed in a sprinkler-controlled environment
Maximum ambient operating temperature (T _{ma})	0°C–40°C
Max power consumption:	10A (max)
Line voltage:	100–230V AC
Operating Frequency	50/60 Hz

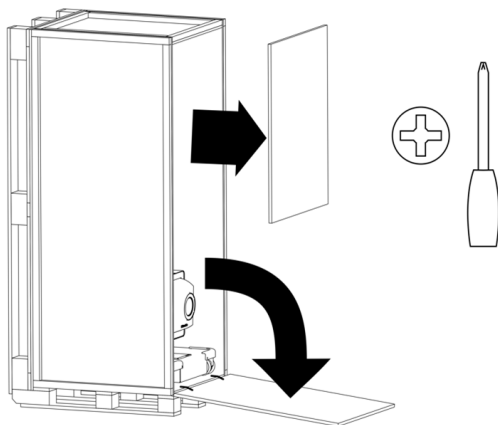
For more technical specifications, go to profoto.com.

Unpacking Elevate

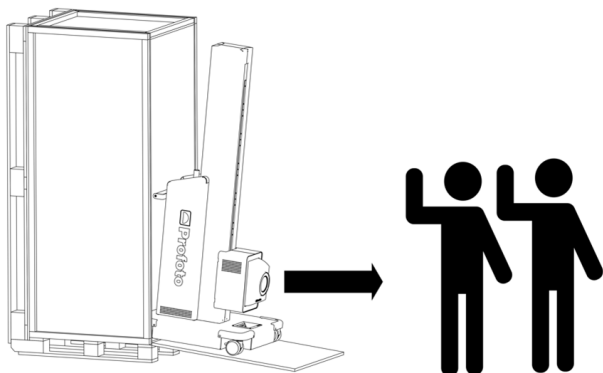
To unbox and set up Profoto Elevate you will need two people with lifting strength and a Philips head screwdriver (a battery powered screwdriver can be used). Start by carefully lifting the box into the upright position as shown below. The opening side is marked and is made up of two parts, the top cover and the bottom ramp element. Make sure there is enough space for the ramp and the Elevate unit to roll out.

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Start by unscrewing and removing all the screws holding the top cover in place, make sure to hold and release the panel with both hands when releasing the last screws. Next unscrew the bottom ramp panel screws and lower the ramp down keeping the retaining ribbon in place.



Once the ramp is lowered and stable, start by releasing the front accessible wheel brakes. Next remove the plastic covering and using both people, carefully roll the unit down the ramp onto the floor and lock the brakes in place. Remove the protective foam retainers.



Next take the iPad arm and holder and slot it into place on the centre of the backpack, slide in the iPad and plug in the USB-C cable for connection to the core computer. You are now ready to power up and calibrate the system using the included power cable and ethernet network cable. Unlock the wheels, move into position and power up. Now you can use the Operation guide above, or for the full manual, visit Profoto.com/support.

Operation of the Elevate machine

Safety considerations

Profoto expect all clients to comply with local statutory requirements of Health and Safety Legislation and inform Profoto of all known hazards and risks that may affect health and safety of operatives using the product at the client's location. Operation of the machine is not hazardous by nature, however the training in work procedures, safe systems of working and management systems that Profoto employ, ensure that post installation and testing, the machine can be used in a safe manner.

Please follow the instructions listed below for a safe and effective use of the machine:

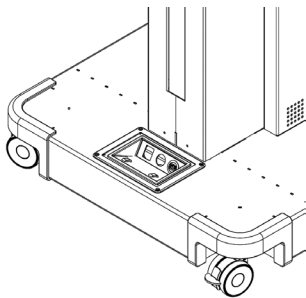
- To power on and off the machine use only the procedure highlighted, (see 4.2.1 below).
- The machine has been tested and it emits sound emissions below 70dB.
- Camera is moved automatically, please do not touch and make sure nothing is attached to the camera, lens or cosmetic belt cover.
- Do not hang anything on the iPad and its holder.
- Do not lean or hang on the construction.
- Please avoid moisture or wet substances.
- The type plate with technical characteristics of the machine can be found on the camera side of the foot.



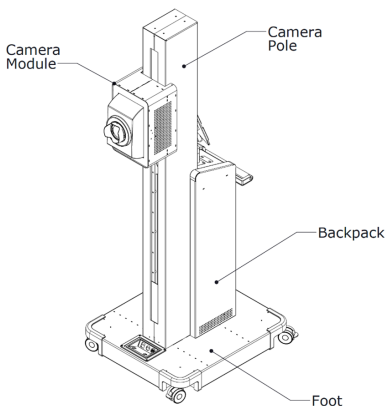
- Maintenance of the machine that requires opening of the housing should only be carried out by Profoto personnel, or under direct supervision by a Profoto trained support partner. To avoid the risk of electrical shock, the main switch must be turned off and the power cord disconnected from the inlet before performing maintenance and opening the machine. The main switch and inlet are located at the bottom of the camera pole.

Normal operation

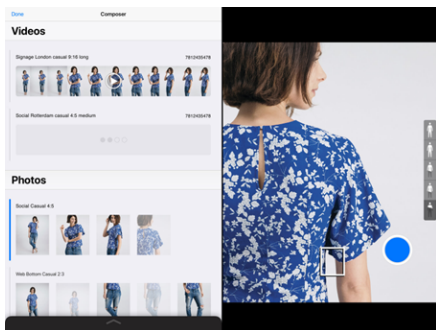
1. Power on the machine using the switch pictured below making sure that power cables are untangled and damage free.



2. Switch on the iPad and open the Profoto app.
3. When the system starts, the machine will automatically start the motor calibration procedure. This will be announced by an audio message, the camera ring light will light up, (pulsating white color), and the iPad will indicate the calibration status. Please stand back from the camera pole during calibration while the motors in the system move slowly. This procedure will take some minutes and its status can be followed on the iPad screen.
4. Once calibrated, the machine will switch to normal operation. During normal operation the camera moves up and down as controlled, as stated above, please keep clear of the camera pole when in operation.



5. In the normal operation, the Profoto App on the iPad controls all functions of the machine. An operation manual can be found at: <https://support.profoto.com/support> An example of the user interface is shown below.



6. When finished using the machine, quit the app or lock the iPad and the machine will go into standby mode. Lights will be placed into standby mode but need to be switched off independently. Please note the machine is still powered on. A wake up of the iPad and the app will wake up the system again.
7. If a hard reset of the machine is required, when instructed to by Profoto Support power off the camera pole using the power switch at the base, (pictured above). A restart will initiate a calibration sequence first. Please stand clear of the moving elements of the camera pole.

Installation

Installation location

Installation should be carried out in a well lit, well ventilated room that matches the room requirements stated in the technical characteristics above in section “Operating conditions”.

Electrical conditions

All electrical outlets and lighting should conform to local electrical safety requirements before installation commences. Power outlets to be used by the Elevate machine must conform to the technical characteristics outlined above in section 2. There is to be no ongoing electrical works taking place in the installation area during the installation of Profoto Elevate.

Safety PPE

It is recommended to have the appropriate PPE for unboxing and installation of Elevate:

- Gloves (for lifting a carrying).
- Steel toe safety shoes.
- Other PPE may be necessary depending upon risk assessment.

Risk Assessment

Installation works are not normally hazardous by nature, however the training in work procedures, safe systems of working and management systems that Profoto employ ensure that the works are completed in a safe manner.

The following risks have been identified as potential hazards when installing Profoto Elevate:

- Small cuts from sharp metal edges potentially present only during installation. (gloves to be worn.)
- Manual Lifting, Risk of injury. (Lifting to be done in tandem and in sequence using gloves and steel caps where necessary.)
- Falling components with risk to staff of wounding. (Preventative PPE to be issued, lifting in tandem and in sequence following all procedural instructions when securing fixings.)
- Crush wounds from heavy components, with risk to staff of wounding. (Lifting in tandem in sequence.)

All Profoto employees have received health and safety training applicable to their responsibilities. Training records are held at the Profoto office in each employee's personnel file. The health and safety policy indicates the way that Profoto manages health and safety. All employees are empowered to take whatever action they deem appropriate to ensure the health and safety of themselves, their work colleagues and others that may be affected by their actions or the actions of others.

Recycling and waste management

During installation all packaging material should be separated by material type and recyclability, as set out by Gemeente Montfoort's guidance on commercial waste disposal and recycling. All materials should be gathered in the appropriate manner to ensure fitment back into the shipping crates so materials can be recycled effectively back at Profoto's warehouse facility in Montfoort, Utrecht, NL, upon return shipping.

Product end of life

At the end of the product life, the machine should be dismantled in the reverse order of installation. Deinstallation should only be done following the same guidelines for installation and should only be performed by or under the guidance of trained Profoto technical staff. All risk, safety and PPE guidelines are the same as installation.

Annual onsite inspection

- Clean inside and outside of the Elevate metal components, so there is no dust on vital components.
- Check metal components for damage and repaint any small scratches using the provided paint.
- Use a spirit level to make sure the camera pole is level.
- Check motors and pulley bolts, to ensure the pulley does not slip on the motor.
- Check the tilt / zoom / elevation sensors inside the camera pole, and ensure a good calibration.
- Clean Camera sensor manually, via the camera menu.
- Check Camera orientation, so the live view is centered.
- Check/Mount the strain relief assembly.
- Check internal cables in the camera pole and near the camera, to see if they all are connected properly.
- Check if the iPad is charging properly.
- Check if the USB storage port is properly working.
- Check if the LED ring is working and reacting to the different mode changes while operating the system.
- Make sure the cables in the camera pole are connected properly.
- Update core software / Profoto app.
- Update iOS on iPad / Mac updates / Router firmware.
- Check shared volume (Shared ProStudioDrive and/or direct server export).
- Make sure the internet/network connection is working, so we can give remote support.
- Gray card check (if the color of the card is still in good condition).
- Perform a fresh calibration/white balance.
- Do some test photo/video shots and export them to the export location, to verify that export is working.

- Take pictures of the room and report anything that can be of any help for support.
- Bring all photos back to the office or email them to support.

Declaration of Conformity

EU Declaration of Conformity

Hereby, Profoto Aktiebolag declares that the Profoto Elevate is in compliance with Directive 2014/53/ EU.

The full text of the EU declaration of conformity can be found at <https://profoto.com/int/support/declaration-of-conformity>

Manufacturer: Profoto B.V.

Address: Siriusdreef 32/68, 2132 WT Hoofddorp, The Netherlands

UK Declaration of Conformity

Hereby, Profoto Aktiebolag declares that the Profoto Elevate is in compliance with Radio Equipment Regulations 2017.

The full text of the UK declaration of conformity can be found at <https://profoto.com/int/support/declaration-of-conformity>

UK Importer: Profoto Ltd.

Lytchett House, 13 Freeland Park, Wareham Road,
Poole, Dorset, BH16 6FA

Unites States and Canada

FCC Suppliers Declaration of Conformity (SDoC)

Profoto AB

Transmitter / Receiver

Regulatory model: Elevate

PRODUCT NO: 70050010

Contains FCC ID: W4G-RMI6, AZD241, BCGA2686

and IC: 8167A-RMI6, 498J-241, 579C-A2436, 579C-A2686

Designed and manufactured in The Netherlands.

Responsible Party - U.S. Contact Information

Profoto US

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Florham Park NJ 07932
+1973-822-1300
us-info@profoto.com

Note about RF and RF Exposure Information

This equipment makes use of the radio spectrum and emits radio frequency energy. Make sure the device is operated according to the local regulations. The frequency spectrum this device is using is shared with other users. Interference cannot be ruled out. Regulations change from time to time, so please make sure you are using the latest firmware and instructions to ensure compliance with rules and regulations. These can be downloaded free from Profoto.com.

This equipment complies with FCC and IC radiation exposure limits set forth for an uncontrolled environment as the distances between the human body and the antennas of the device during normal operation are sufficient. Nevertheless, the device should be used in such a manner that the potential for human contact during normal operation is minimized.

This device complies with Part 15 of the FCC Rules [and with Industry Canada licence-exempt RSS standard(s)].

Operation is subject to the following two conditions:

1. this device may not cause harmful interference, and
2. this device must accept any interference received, including interference that may cause undesired operation.

WARNING:

Changes or modifications made to this equipment not expressly approved by Profoto may void the FCC authorization to operate this equipment.

Class B digital device notice:**NOTE:**

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

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 **Profoto**

Technical data and product information are subject to change without notice.

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