

Vela Labs announces the world's fastest photo sound trigger.

Vela Labs, creator of the world's first high-speed LED flash, has announced the Vela Pop, the fastest sound trigger for cameras and flashes. In the time it takes to trigger, a bullet will have travelled 10mm / less than half an inch. With a gap of under 10 microseconds from detecting a sound to triggering the flash, it is dozens of times faster than the fastest other triggers on the market, and at \$45 it is also unbeatable on price. An adjustable delay lets photographers precisely time their shots, and the sound threshold can be adjusted from "water droplet" all the way to "gunshot".

Smaller than a bar of chocolate and weighing in at just 35g (1.5 oz), the Vela Pop is as small as it is speedy. A silicone bumper protects it from knocks, scrapes and flying debris and it will run for weeks on a single coin cell. The Vela Pop is compatible with all types of high speed flash, and will connect to most speedlights using a hotshoe adapter or sync cable. For slower subjects like wildlife, it will directly trigger a camera using a standard remote release cable.

With a retail price of just \$45, Vela Labs founder Matt Kane insists anyone can try high speed photography using the Vela Pop. "There's no need for anyone to compromise, even if they've never tried high speed photography before. Hook the Vela Pop up to any flash and you'll be smashing lightbulbs and bursting balloons within minutes. It's the fastest high speed trigger on the market, and it costs less than a lens filter. I'm so excited to see the photos people can take with it."

The Vela Pop was originally created as a companion to the Vela One high speed flash, which was funded with Kickstarter crowdfunding campaign in December 2014 and is shipping later this month. "While testing the Vela One I needed a sound trigger that was fast and reliable, so I built one for myself", explains Vela Labs founder Matt Kane. "An overwhelming number of backers told me that they wanted one too, and the Vela Pop is the result. It's not just a perfect companion to the Vela One, it's also great for anyone who wants to try high-speed photography with a regular flash, or who needs a sound trigger for any other reason."

The Vela Pop is available from this week, but it is already battle-tested and launch ready. Top spaceflight photographer Walter Scriptunas II put the Vela Pop through its paces in May at Kennedy Space Center, capturing the launch of the Atlas V rocket carrying the US Air Force's X-347B spaceplane. Installed on the launchpad the day before liftoff, the Vela Pop waited patiently until triggered by the sound of ignition when it sprang into life, helping capture stunning shots of the launch. There are no second chances to capture a rocket launch, so it is crucial that a trigger is perfectly reliable, and that it can handle the inhospitable environment of a launchpad. The Vela Pop passed with flying colors.

The Vela Pop high speed sound trigger is available today in limited quantities from www.vela.io, and will be widely available from early July 2015.

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Vela Labs Ltd was founded in Bristol, England in May 2014 by photo accessory inventor Matt Kane. Its first product, Vela One: the world's fastest flash, was launched with a successful Kickstarter campaign in December 2014 and is shipping in June 2015. Contact Matt Kane at matt@vela.io.