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Todd A. Dos Reis with Litepanels



Todd A. Dos Reis uses Litepanels for Necessary Roughness

Dos Reis Adds Litepanels For New Look on *Necessary Roughness*

Van Nuys, California, July 1, 2013 – When cinematographer Todd A. Dos Reis took over the USA Network series *Necessary Roughness*, more than the storyline changed. He also made radical changes in the show's look. And one of the key players in changing that look is Litepanels® portable, lightweight and low power LED lighting.

"The original storyline for the series was about a therapist who worked for a professional football team," he explains. "But, now, she works for one of the biggest talent agencies in the world. The V3 agency represents athletes, actors, models, writers and celebrities of all kinds. When we started filming in April of this year, I changed the look of the show to reflect all the beautiful people that would be walking the halls of the new super agency. A big part of this storyline is a new two-story set built to represent the agency."

To make sure the beautiful people look beautiful, Dos Reis uses two 1x1 Litepanels and two MiniPlus units, which he calls "bricks," with their own onboard battery. "Litepanels allows me to put lights in places that are too small for conventional lighting instruments," he explains. "I can use them as key lights, fill, backlights and edge lights. One of my favorite things to do is put a square snoot on a 1x1 flat panel to make it more directional.

"What I like about Litepanels is that I can think about them at the last minute and throw them in anywhere," he adds.

Recently, Dos Reis shot a sequence where the lead actress, Callie Thorne, goes to a reclusive writer's house. "She can't get him to come out of the house," he explains. "She had to have an entire conversation with a closed door and window. I put two 1x1 Litepanels up against the door and house. And she looked beautiful."

Clandestine conversations seem to be a part of this highly entertaining and energetic series. In addition, Dos Reis shot an intense conversation in a car where the camera move was a 360 around it. "The only place I could hide a light was in the dashboard. This time I used a MiniPlus."

Before taking over the USA series *Necessary Roughness*, cinematographer Todd A. Dos Reis shot the series *Suburgatory* as well as episodes for *Longmire* and *Entourage*. The first episode of the newly re-designed USA Network series *Necessary Roughness* aired June 12, 2013.

For more information on products from Litepanels, part of Vitec Videocom, a Vitec Group company, contact Litepanels, Inc., 16152 Saticoy Street, Van Nuys, CA 91406, Email: info@litepanels.com www.litepanels.com

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Litepanels was founded in 2001 by 5 professional gaffers and engineers who saw the future and pioneered LED (light emitting diode) lighting for motion pictures, television and the audio-visual industry. Their Emmy® award-winning technology has now been used on thousands of productions worldwide and is trusted by the world's leading broadcast organizations.

Backed by the Vitec Group's legacy of 100+ years in the broadcast and production industry, Litepanels continues to expand its suite of flicker free, color accurate, fully-dimmable soft lights that talent and Lighting Directors admire. These environmentally friendly fixtures practically pay for themselves with power savings and long life, setting a new standard in professional lighting. Along with other leading brands in the broadcast and professional videographer industry, Litepanels is part of Vitec Videocom, a Vitec Group company. For more information on Litepanels, visit www.litepanels.com

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Vitec Videocom is an operating division within the Vitec Group, an international business serving customers in the broadcast, photographic and military aerospace and government markets. Vitec is based on strong, well known, premium brands on which its customers rely on worldwide.

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