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Van Noy, 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 wished for a professional football team," he explains. "But, now, she works for a police agency in Los Angeles. The new storyline represents athletes, actors, models, writers and detectives at all levels. 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 wandering the halls of the new super agency. A big part of this storyline is to now have real sets built to represent the agency."

To make sure the beautiful people look beautiful, Dos Reis uses two 1 x 1 LITEPANELS and two 2 x 1 LITEPANELS, which he calls "tools" with their own onboard battery. "LITEPANELS allow me to put lights in places that are too small for conventional lighting instruments," he explains. "I can use them anywhere; I can use them in any lights. R. G. backlights and edge lights. One of my favorite things to do is put a square around on a 1 x 1 flat panel to make more dreads."

"What I like about LITEPANELS is that I think about them as the last residue, and then throw them in anywhere," he adds.

Recently, Dos Reis shot a scene where the lead actress, Cara Theba, goes to a招股书 woman’s house. "She can’t get her to come out of the house," he explains. "The idea is to have an intimate conversation with a steed door and window - put two 1 x 1 LITEPANELS up against the door and house. And then it was beautiful."

Clandestine conversations seem to be a part of this tightly knit and energetic series. In another scene, Dos Reis shot an intense conversation in a car where the camera moves near a 360 around it. "The only place I could hide a light was in the dashboard. This time I used a LITEPANEL."

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

For more information or products from LITEPANELS, visit www.litepanels.com.

About LITEPANELS

LITEPANELS was founded in 2007 by five professional partners and engineers who saw the future and created LED lighting products for motion pictures, television and the audio-visual industry. Their Emmy Award-winning technology has now been utilized on thousands of productions worldwide and is beloved by the world’s leading broadcast organizations.

Backed by the Video Group’s expertise of 100 years in the broadcast and production industry, LITEPANELS continues to expand its suite of floor-free, color accurate, full-color soft lights that are hand and lighting directors alike. These environmentally friendly fixtures prudently 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 intergeneric industry, LITEPANELS is a part of VideoVolcano, a Video Group company. For more information, visit www.litepanels.com.

About VideoVolcano

VideoVolcano brings together some of the most respected, most innovative and most sought-after brands in the industry. It acts as an outsourcing brand for these manufacturers worldwide, film and TV video producers, engineered multi-brand system sales and simplifying the way that customers worldwide do business.

VideoVolcano is an operating division within the Video Group, an international business serving customers in the broadcast, photographic and accessory market segments. Video is based on strong, well-known, premium brands on which its customers rely worldwide.

VideoVolcano – elevating the quality and viewer experience of media productions.

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