

([中文版按这里](#))

PRESS RELEASE

70 Years FOBA

Seven decades dedicated to photography

This year, the Swiss company FOBA AG can look back to 70 successful years of supplying professional photographers throughout the world with studio equipment and accessories. Several FOBA products have acquired durable renown, for instance the modular COMBITUBE system, the hexagonal column stands or the shadow-free acryl shooting tables. After changing hands a couple of years ago, the company is entering a new age with the firm intention of keeping pace with the technological changes of professional photography.

The story of FOBA begins in a time when things were not rosy. 1939, just after World War II started in Europe, imports of photography products such as lights or dry presses from Germany was reduced to a trickle. Walter Friedrich, a precisions engineer, saw his chance in these troubled times. Whoever could provide these rare pieces of equipment now would likely have it made for the next couple of years. Together with his wife, in their rented home's small basement, he began to manufacture commodities for professional photographers, delivering the goods — to save on shipping costs, but also to keep up the personal contact to his customers — himself by bicycle. He called his startup **“FOBA — Fotogeräte- und Elektroapparate-Bau”** (Manufacturing of photographic and electrical equipment) and also supplied, a first in Switzerland at that time, cooking plates with integrated heating coils.

By the end of the war, Walter Friedrich knew that he had been right in his choice of business strategy and in his persistency. With the economy looking brighter, his well-known products were more in demand than ever. There was money to spend on new developments, for instance a column stand with vertical and horizontal displacement, the very first of its kind in Europe (1958) ; the focusable reflector F 1000; the professional C-40 stand with push key control; all of which went on to lasting fame among customers. And, of course, the legendary COMBITUBE system, which today after 50 years remains the most appreciated and widely used studio aid in professional photography.

Was it the preformed acryl shooting tables, which came on the market in 1966, that required larger, more up-to-date accommodations? New production halls and offices were built in Wettswil, close to Zurich, where the recently (1965) incorporated FOBA AG moved in 1969. The future looked bright indeed.

The new FOBA AG

With brand new production halls and a positive, promising business situation, Walter Friedrich began to look for a younger partner who would carry his life's work into the next generation. This he found in 1975 in Rolf Bühner, an experienced toolmaker, who brought with him a feeling for quality and know-how from state-of-the-art precision tooling, and his son. The company was now endowed with an innovative and yet sensible management team, which carried on development but also concentrated on rational and effective manufacturing on new, numerically controlled machines.

Soon the new hexagonal column stands, totally warp-free, came on the market (1980) . Their 24 roller bearings made them incredibly smooth and easy to move with accuracy. This increased when, 1986, they were equipped with graduations. In the meantime (1984) the first of FOBA's ceiling rail systems, ROOF-TRACK, made to combine with the well-known COMBITUBE system was opening up new horizons in studio equipment.

The new CNC production plant, with its high degree of finishing precision, paved the way for the new SUPERBALL tripod heads as of 1988. Photographers all over the world fell for the full sphere, the friction screw for movement control, and their lovely line. And, of course, because they were wonderful at what they were supposed to do, namely hold even large, heavy cameras exactly in place. Later, in 1993, the MINI-SUPERBALL supplied the same

functionality for middle and small cameras, and was sold in large quantities. The range was extended to tilting heads ASMIA (two tilting axis) and ASMIO (one tilting axis), conceived especially for large format cameras.

During all this time, studio stands also provided potential for improvement. In 1996 FOBA unveiled the DSS — ALPHA stand, equipped with motorized, high precision camera displacement, and a shock absorber, to avoid damaging the delicate equipment placed on it. Over the years, accessories include trays, rotating arms and platforms, extensions and additional weights. Today, DSS — ALPHA is still FOBA's top product and has spawned DSS — GAMMA and DSS — OMEGA models for lighter cameras — and budgets.

FOBA looks to the future

After some three decades, it was Rolf Bühner's turn to look for a successor, and found him in summer 2006 in the person of Philippe Ehrenberg, entrepreneur and graduate of the Swiss Federal School of Engineering ETH. "From the very beginning, FOBA fascinated me, because this Swiss company offered a complete range of products for a clearly defined customer group — and at quality levels unattained worldwide" says Philippe Ehrenberg. "I am committed to carrying on the original intention and existing product range; at the same time, we will develop new products to help the photographer of the digital age to work more efficiently and with less effort".

One recent example of new developments is the CNS system, which allows photographers to use a Canon or Nikon digital reflex camera on a sinar camera type f, p1, p2 and x.

"FOBA is one of the leading companies on the professional photography market and number one on studio equipment and accessories. Our goal is not only to continue on this line but to cement our position with new ideas and products" says Philippe Ehrenberg, now owner and CEO of FOBA. "We are proud of this anniversary, proud to be able to look back to seven successful decades. We also look forward to a future where our new concepts and products will continue to provide professional photographers with the quality and usefulness they are used to expect from us."

[Shiro \(H.K.\) Ltd.](#) is the exclusive distributor for FOBA products in Hong Kong, Macau and China.

For more information please contact :

Hong Kong : marketing@shiro.com.hk

China : joyce.chang@shiro.com.hk

([English version click here](#))

新闻稿

「科百」70年

为摄影献身七十年

今年，瑞士FOBA AG公司回望过去70年辉煌的成就，为于世界各地的专业摄影师们提供影棚设备和配件。几个「科百」产品享负盛名，例如模组化的COMBITUBE系统，六角柱的大型脚架或没有阴影的压克力透明拍摄台。多年前经过易手，该公司正进入一个新时代，坚定跟上专业摄影科技的演变。

「科百」的历史起缘于并不光彩的年代。1939年，第二次世界大战刚于欧洲燃起战火，从德国进口摄影产品例如影棚灯或印刷机减少到微乎其微。Walter Friedrich，一位精度工程师，看到这个艰难时期的商机。现在，谁可以提供这些稀有设备，未来几年大有可能会有其生存空间。他与妻子在租住房屋的小地下室里，开始制造专业摄影师所需的产品，亲自以自行车运送货物——除可减省运输费用外，亦可与客户保持联系。他将新建立的公司命名为“**FOBA — Fotogeräte- und Elektroapparate-Bau**”（制造摄影和电气设备的公司），并率先在瑞士提供烹饪板内置发热线圈，在当时来说可谓开创先河。

到战争结束时，Walter Friedrich知道他的经营战略和持久性是正确的选择。随著经济渐露曙光，他众所周知的产品需求量激增至前所未有的境界。有资金可以投入开发新产品，例如大型脚架可以纵向和横向移动，同类型产品在欧洲是首次出现（1958年）；可聚焦的反射罩F1000；专业大型脚架C-40配备按键式调节控制；所有产品于客户心目中都留下深刻印象。当然，还有著名的COMBITUBE系统，在50年后的今天，仍然是专业摄影师们最广泛使用和备受赞赏的影棚辅助工具。

1966年推出的预先压模压克力透明拍摄台是否需要更大尺寸，更现代化的改良？新成立的FOBA AG公司，于1969年迁入1965年建于接近苏黎世Wettswil的生产厂房和办公室。未来前途无限。

新成立的FOBA AG公司

随著全新的生产厂房和前途一片光明的营商环境，Walter Friedrich开始寻觅较年青的合作夥伴，能够将他的毕生工作传承到下一代。于1975年他找到Rolf Bühler，一位经验丰富的模具制作人，从他最先进最高级的精密工具和他的儿子上可感受到，他是一位著重质量和懂得技术诀窍的人。该公司目前拥有一个创新的和触觉敏锐的管理团队，持续研发但同时专注于合理和有效地制造新的电脑操控机床。

1980年，全新的无缝六角柱中轴大型影棚脚架正式面世。24枚滚子轴承使它达到难以置信的顺滑流畅和容易移动兼具极度准确性。1986年更改良到带有刻度。在此期间（1984年）「科百」首次推出天花板路轨系统，ROOF-TRACK，可配合知名的COMBITUBE系统为影棚器材揭开新的一页。

新的电脑操控机床生产厂，其高精度生产效能，于1988年开发出新的SUPERBALL三脚架云台。世界各地的摄影师们对于这个全球体、配备阻力调节螺丝供精确活动控制和线条优美的外形一致赞赏。当然，备受赞赏的主要原因是它们称职的表现，例如能够准确地承托非常大非常重的相机。期后于1993年，推出MINI-SUPERBALL云台，为中片幅和轻便相机提供相同的功能，销售量极为庞大。产品种类亦扩展到摇摆云台ASMIA（两个摇摆轴）和ASMIO（一个摇摆轴），特别便利于大型座机操作。

多年来，影棚用大型脚架仍然有改善的空间。1996年，「科百」首次推出DSS — ALPHA大型脚架，配备马达带动高精度相机控制系统和吸收震荡系统，以免承托的高精密密度器材受到震动损害。多年来不断推出各种类型的配件包括杂物承托盘，旋转臂和平台，延伸臂和额外聚重。今天，DSS — ALPHA仍然是「科百」的顶尖产品，并衍生出DSS — GAMMA和DSS — OMEGA供较轻便的相机使用，当然较合符经济效益。

「科百」放眼未来

经过三十个寒暑，是时候Rolf Bühler寻找合适的领导者。2006年的夏季他找到了Philippe Ehrenberg，他是一位企业家和毕业于瑞士联邦工程学院化工系。Philippe Ehrenberg说：“从一开始，「科百」令我着迷的

是，这家瑞士公司配备完整系统的产品，明确地给那些客户群使用和他们的需求—和质量极高的水平，世界各地都无法达到。我承诺继续秉承一贯传统的使命和现有的产品系列，与此同时，我们会继续开发新的产品，去帮助数码世代的摄影师更有效率地和更轻易地完成任务”。

最近的一个新开发例子是CNS系统，让摄影师在「仙娜」的 f、p1、p2和x型相机上使用「佳能」或「尼康」的数码单镜反光相机。

「科百」现时的新拥有者和总裁Philippe Ehrenberg说：“「科百」是专业摄影界其中一家巨领导地位的公司，而且是影棚器材和配件的老大哥。我们的目标不仅是保持平稳路线发展，而是要以新的概念和新产品巩固我们的地位。我们对于今次周年纪念深感自豪，可以自豪地回顾过往七十年的辉煌成就。我们也期待著在未来，我们的新概念和新产品能继续为专业摄影师提供优质和有效的服务，这也是摄影师们的期望。”

石利洛(香港)有限公司是「科百」产品香港、澳门和中国的独家代理。

查询详情请联络：

香港：marketing@shriro.com.hk

中国：joyce.chang@shriro.com.hk