

Maryland Fashion & Advertising Photographer Roy Cox joins the Multiblitz Professional Team

Multiblitz USA and renowned fashion & advertising photographer Roy Cox start off the year 2013 with long-term collaboration.

Baltimore, MD – February 11, 2013 - **Multiblitz USA**, LLC - the US headquarters of premium German studio lighting manufacturer, **Multiblitz** – announces today that the company has added Maryland advertising photographer **Roy Cox** to the *Multiblitz Professional Team*. The company continues Multiblitz's 65 years lasting tradition of delivering German engineered premium studio lighting to professional photographers and emerging amateurs in North America - mixing experience, innovation, enthusiasm, and youth.



"We are thrilled to have such a household name in advertising and fashion photography like **Roy Cox** on the *Multiblitz Professional Team*. His body of work and track record speak for itself. He will help bring Multiblitz a step forward, especially in the Mid-Atlantic region.," said Veit Wulms, president of Multiblitz USA. "It's no coincidence that big names like Under Armour and The University of Maryland are among his clients. With his innovative and sophisticated style he embodies everything the Multiblitz brand stands for. Roy is the perfect fit."

Roy Cox joins surf photography icon Aaron Chang and glamour photographer Anthony Neste in the expanding *Multiblitz Professional Team*. The studio lighting manufacturer and Roy Cox photography build a strong alliance to push both brands and provide educational opportunities for up-and-coming photographers in the area.

About Multiblitz

Multiblitz is one of the worlds leading manufacturers of state-of-the-art studio lighting equipment since 1948. In 1976, Multiblitz forever changed the photography world when it introduced the industry's first compact monolight, the now legendary MINISTUDIO 202. Today, leading professionals in over 100 countries use Multiblitz studio lighting equipment and monolights. As the most experienced manufacturer of professional lighting equipment worldwide, Multiblitz takes pride in the fact that it is the only European brand that is still producing award-winning, completely European products, relying solely on German engineering and manufacturing. Multiblitz continues its 65 years lasting tradition of delivering German engineered premium studio lighting with a mix of experience, innovation, enthusiasm, and youth. Multiblitz: Premium quality and reliability – **Made in Germany**.

For more information about Multiblitz Studio Lighting visit: <http://www.multiblitzusa.com>

About Roy Cox

As a native of Baltimore, Maryland, Roy began his career as a fashion and advertising photographer in 2002. The same year, Roy opened his first studio in a commercial facility in Baltimore. Starting with portfolio and headshot work Roy's name began to work its way throughout Maryland along with the surrounding states. In late 2004, Roy's career took a significant leap forward when he landed his first commercial advertising campaign for Chevy Chase Bank. Nearly 10 years later Roy's work has been published in hundreds of magazines, seen on billboards and in newspapers. His work has been used by thousands of individual artists, musicians, models and commercial clients. Roy enjoys teaching photography students as well as providing internship outlets to many of the tri-state area college and universities.

For more information about Roy Cox Photography visit <http://www.4-optic.com>

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