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RED ONE TAKES FLIGHT WITH PICTORVISION

Van Nuys, California, December 4, 2007. Pictorvision is pleased to announce the first ever use of the revolutionary RED ONE digital cinema camera in the aerial shooting of two national advertising campaigns.

Capitalizing on their expertise in camera stabilization technology, the team at Pictorvision were able to quickly make the modifications necessary to successfully stabilize and accurately control the ground breaking new RED camera package, all on very short notice.

The RED ONE, including both the Angenieux HR 25-250mm and the Cooke 18-100mm zooms were successfully integrated into Pictorvision's Wescam Film / HD System, providing both DP, Dion Beebe and DP, Dermot Downs the opportunity to put the camera's capability to the test. Used in the production of two commercials, camera functions were accessible and fully utilized from within the helicopter, taking advantage of all the camera had to offer. This included the capability to control the focus, iris, zoom and record functions. "The modular design of the Wescam Film System made the integration very simple" said Tom Hallman, President of Pictorvision. "Our multi-format, HD ready operator's monitor (standard equipment with the system) made monitoring the HD-SDI output from the camera effortless for our technicians" he added. Compatible with the Wescam design, the images captured by the RED ONE was produced with as much stability as if shot with a traditional Wescam Film System. Shooting at 4K resolution the Wescam stabilization quality was demonstrated by impressive final images.

Recognizing the huge RED market interest, Pictorvision is already working on additional applications. With the RED ONE successfully integrated into a Wescam, Pictorvision took advantage of the opportunity and partnered with Greg Johnson at RF Digital to test the integration of broadcast quality HD downlinks from the Wescam's wireless control package, allowing the system to be operated remotely for long-line and high risk applications.

With its first flights successfully logged, Pictorvision is confident that the camera will see many more opportunities to fly in the very near future, and is eagerly awaiting the delivery of their very own RED ONE camera. Pictorvision customers can immediately make reservations for the company's proprietary RED ONE aerial stabilization and precision control package, integrate their own RED ONE camera or take advantage of Pictorvision's RED ONE camera as a turnkey package in January, 2008.

This is just the latest example of the dedication and technical skill-set that proves Pictorvision's leadership in stabilized and precision control solutions for the entertainment industry. With over 30 years of experience, Pictorvision is the Art and Science behind your imagination with an Aerial Suite of products including the Pictorvision **eclipse**, Wescam 35mm, Cineflex systems, Wescam HD and Wescam SD products.

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