

## I-Movix Launches SprintCam® V3 HD Broadcast-Integrated HD Ultra-Slow-Motion Solution

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**MONS, Belgium – March 2, 2009 – I-Movix today announced the launch of the new SprintCam® V3 HD, the first broadcast-integrated, native HD, ultra-slow-motion solution offering frame rates of 500 to 1,000 fps with instant replay.**



Producing slow-motion output equivalent to 20 to 40 times slower than normal speed, SprintCam V3 HD is the most advanced HD system available with full broadcast integration.

The award-winning SprintCam system has been instrumental in providing some of the most arresting slow-motion footage from recent major broadcasting events, including the Beijing Summer Games in 2008, at which SprintCam was the official ultra-slow-motion solution. The new SprintCam V3 HD features an unmatched combination of exceptional image quality and light sensitivity, instant replay, broadcast integration, and out-of-the-box operation with no requirement for special training.

*"SprintCam V3 HD brings the outstanding usability and quality benefits of the SprintCam platform to customers requiring a specifically HD-native system," said Laurent Renard, CEO of I-Movix. "The outstanding image quality produced, combined with complete ease-of-use, means V3 HD is a superb answer for slow-motion requirements in sports broadcasting, commercials production, documentaries, and movies."*

In common with the other solutions in the SprintCam range, the SprintCam V3 HD system can be purchased and operated out of the box as a complete system, in conjunction with an EVS LSM server for sequence storage, or with any SDI recorder. The SprintCam V3 HD system comprises a high-speed HD camera, an operational control panel, a slow motion remote, and the camera control unit.

Together with the other products in I-Movix's SprintCam range, which now encompasses the new SprintCam Live V2.1 and SprintCam Basic solutions for a range of slow-motion applications, SprintCam V3 HD will be available in June 2009 through I-Movix's network of distributors.

More information on this and any other I-Movix product is available at [www.i-movix.com](http://www.i-movix.com) or by phone at  +32 (0) 65 321 535 .

### **About I-Movix**

I-Movix ([www.i-movix.com](http://www.i-movix.com)) is a Belgian company with market-leading technology in the domain of extreme slow-motion. The company's debut product, SprintCam Live, was launched at IBC2007. SprintCam Live, which is now in its second version, is the first true full broadcast integration solution for extreme slow-motion, offering the unprecedented combination of up to 10,000 fps and instant replay. The technology has applications in live sports and other live TV productions, as well as in commercials, documentaries, feature films, and scientific R&D.

The company is headquartered in Europe, with a growing global network of distributor partnerships.

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