

FLETCHER CAMERA & LENSES RENEW TRUST IN THE SPRINTCAM VVS HD

MONS, Belgium - Apr 27th, 2011 - Fletcher Camera & Lenses, a leading broadcast solutions provider located in Chicago and Detroit, renewed trust in the SprintCam Vvs HD by continuing in investing in the I-MOVIX technology. Indeed, the company placed orders for two additional SprintCam Vvs HD 32 Gb systems that will be put on air in the US on the occasion of major sports competitions.



Dan Grainge, Vice President Sports at Fletcher Camera & Lenses :

"We, at Fletcher Camera & Lenses, are happy to continue investing in the latest I-MOVIX solution, following the interest we raised in the United States among broadcasters. Within less than a year, Fletcher managed to establish the technology as a standard and to make the SprintCam used by well known US broadcasters such as ESPN, NBC, SNY, Yes Network, just to give a few examples.

We just took delivery of 2 more SprintCam Vvs HD cameras. The flexibility and willingness to learn about the US broadcast market allowed I-MOVIX to have its technology introduced and extensively used by senior broadcasters".

Laurent Renard, C.E.O. of I-MOVIX :

"The year 2010 was marked by the introduction of our technology in the US. This was done very effectively and quickly thanks to the great work done by both Fletcher and our team. Fletcher Camera & Lenses is a key partner for I-MOVIX, helping us to provide our customers and end-users with solutions that are perfectly in line with their needs. We will keep on investing in customer-oriented research & development in the future as we did with Fletcher by developing for them devices that match the requirements of US broadcasters and facilities".

The last deal between I-MOVIX and Fletcher Camera & Lenses was made at the 2011 NAB trade show, in the presence of the Minister President of the Walloon Region (the French speaking part of Belgium), Mr. Rudy Demotte.

About Fletcher Camera & Lenses

Fletcher Camera & Lenses, Inc. is an award winning provider of specialty cameras for the sports and entertainment industry throughout North America. Fletcher's sports division is recognized for its innovation and improvement to the broadcast - pleasing the executives (and fans); while maintaining a reputation of reliability and functionality - pleasing the engineers.

Credits include Olympics, World Series, NBA Finals, Stanley Cup, NASCAR, NHRA, World Cup, numerous concerts and the President's annual State-of-Union Address.

Fletcher Sports is run by Dan Grainge, a Vice President of Fletcher Chicago.

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