

01-Jul-11 I-MOVIX to Display New Products and Features at IBC2011

IBC2011  
I-MOVIX  
Stand 11.E60

New Products and Features on Display at IBC2011

**\*\*NEW PRODUCT\*\***

At IBC2011, I-MOVIX will show the prototype of a totally new and unique broadcast-integrated solution that will be a first in the ultra slow motion market. With this new, technologically innovative development, I-MOVIX will contribute to a significant advance in the current state of the art. Details will be announced closer to IBC.

**\*\*NEW VERSION\*\* SprintCam® Vvs HD (Phantom®-Powered)**

I-MOVIX will also show the latest version of SprintCam® Vvs HD, the ultra-slow-motion system for live HD broadcast production. Featuring the outstanding quality, performance, and usability of SprintCam technology, SprintCam Vvs HD operates at frame rates up to 2,700 fps in 1080i50 or up to 5,800 fps in 720p60 (200 times slower than live action) and provides instant replay at native HD resolution and image quality.

SprintCam Vvs HD is optimized for shoulder-mounted portable shooting, providing an unprecedented level of convenience and creativity in ultra-slow-motion action.

In addition to a dual output that allows a camera operator to shoot and record at the same time, segmented memory, ramping of speed within a replay, and integration of both live- and replay-view on the viewfinder, new features include a totally new operational control panel (OCP) with a more user-friendly design and extra functionality. The 3D slow-motion capture option also is available on demand.

The SprintCam Vvs HD system comprises the latest-generation Vision Research high-speed HD camera; an OCP that provides broadcast-quality color matrix and control of frame rate choice; a slow-motion remote that allows the user to select a video sequence and instantly replay it with an HD-SDI output for live broadcast or storage on any HD-SDI recorder for a later use; and the camera control unit, which provides control of the slow-motion instant replay, camera control, and data interface between the camera, EVS server, or SDI recorder.

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

#### Company Overview:

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 (from 150 to 10,000 fps). The company's products <sup>00</sup>/<sub>19</sub> the SprintCam® line <sup>00</sup>/<sub>19</sub> are the first true full-broadcast integration solutions for ultra slow motion, offering the unprecedented combination of very high frame rates 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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