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I-Movix At NAB 2009



I-Movix 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 IBC 2007. 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 frames per second 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.

I-Movix products featured at NAB 2009 include SprintCam Live V2.1, the new version of the full broadcast integration solution for ultra slow motion in SD native resolution.

SprintCam Live V2.1 provides a market-leading combination of extremely high frame rates with the instant replay essential for live sports broadcasting. New for the 2009 NAB show, SprintCam Live V2.1, allows the user to capture from 500 to 10,000 frames per second and to replay them instantly, which corresponds to a replay speed 20 to 400 times slower than usual speed.

Compared with the SprintCam Live V2, this new product offers the following new features: better image quality (thanks to new algorithms), enhanced remote functions that enable fine-tuned settings, a slow motion remote with a new cueing system and unmatched light sensitivity.

SprintCam Live V2.1 is easily integrated into a mobile broadcast setup and can be used as a stand-alone solution. SprintCam Live V2.1 comprises a camera, a camera control unit (CCU), an operational control panel (OCP), and a slow motion remote control.

Installation and operation are quick and simple, and directors, camera operators, and production teams require virtually no training.

The SprintCam Live V2.1 is ready for purchase.

The SprintCam V3 HD - a brand-new full-HD native broadcast integration solution for ultra slow motion - will also be featured at NAB 2009.

SprintCam V3 HD can answer the needs of the most demanding applications: sports broadcasting and production of commercials, movies and documentaries. This new broadcast solution allows the user to capture from 500 to 1,000 frames per second and to replay them instantly with an HD native resolution image quality. SprintCam V3 HD, like the SprintCam Live V2.1 system, is a full broadcast integration solution.

Finally, the SprintCam Basic - the brand-new basic SD native broadcast integration solution for ultra slow motion - will also be featured at NAB 2009.

SprintCam Basic is a broadcast solution for ultra slow motion, enabling capture and instant replay at rates ranging from 500 to 2,000 frames per second. SprintCam Basic has a specific broadcast configuration and does not require special technical skills. It is specifically designed for small television companies or users, such as schools, technical industries and R&D centres, that are outside the broadcast world, but still want to benefit from the reliability and outstanding capabilities of the SprintCam technology.

I-Movix will be at NAB 2009 at the Belgian Trade Commission, LVCC, South Upper Hall 3 in Las Vegas, between April 18-23.

Further information is available at: www.i-movix.com.

(KMCA/JM)