



## The I-Movix SprintCam, the real star of the Beijing Olympics

I-Movix has enjoyed a meteoric rise, one that – we cannot help but noticing – is inversely proportional to its specialisation: extreme live slow-motion of up to 10,000 images per second.

Founded in 2005 by Laurent Renard, the Mons-based SME has recently made quite a splash on the international broadcasting scene by providing the 2008 Beijing Olympics with the SprintCam Live 2V.

This camera films live slow-motion sequences that can reach 10,000 images/sec in a configuration that is totally integrated with the televised broadcasts. Compared with the capture speeds traditionally available on the market, i.e. 40 to 400 times slower, the SprintCam products offer an unequalled image quality, comforting the audiovisual specialists in their choice.

In Beijing, the I-Movix camera earned an international reputation for itself, not least because the quality of the product is accompanied by on spot delivery and technical support.

But what do Olympic swimmers and ventilator blades have in common? Nothing, except for the fact that the precision of the image capture process proposed is impressive when filming both these types of shots, which, by definition, are fast.

The performances of I-Movix are therefore not only sporting. Advertisers, show business, the corporate video (for the promotion of products and services for example) and film industries, are not only interested but offer interesting prospects.

Patricia del Marmol

# At I-Movix, only the image is in slow motion

The brief history of this young company of around ten persons is already dotted with major milestones. At the end of April 2007, I-Movix met the heads of Beijing Olympic Broadcasting during the NAB fair in Las Vegas, considered as THE world-wide forum of the audiovisual industry. A few interviews later and the Chinese opted for the application of this technology in various Olympic disciplines.

Since then, I-Movix has had further cause for celebration. The Mons-based SME, still only three years old and based in the Initialis enterprise park, recently received the IBC 2008 Pick Hit Award for Broadcast Engineering and also came away with two prizes from the Sportel fair in Monaco in recognition of two slow motion sequences filmed during the Chinese Olympics.

Over the last few months, I-Movix has also signed a distribution contract for China, Hong Kong and Macao worth 1 million euros

for China, for a duration of 7 months. In mid November 2008, the company signed another contract with China.

Today, the distribution network is up and running in China, in Japan, (country of origin of the Photron type camera), in the United States, in the United Arab Emirates, in Germany and in Spain, not to mention Belgium and France.

Gradually, the range of services provided by the company, headed by its CEO Laurent Renard and its CFO Nathalie Vinchent, is being padded out. Not only does it sell slow motion camera systems but rents slow-motion services with a technician. The markets are also being diversified. sports channels, advertisement, film and documentary makers, R&D ...

Patricia del Marmol  
[www.i-movix.com](http://www.i-movix.com)



Laurent Renard and Nathalie Vinchent, with the SprintCam

## LAURENT RENARD : SIGHTS SET ON 2010

*W&B : In what way do you benefit from the Twist cluster?*

L. R. : I participated from the outset in the design and implementation of the Twist cluster. I-Movix is involved in R&D cooperation projects with researchers from the UCL and the Telecommunications Laboratory (TELE), with Professor Benoît Macq in particular. We have also set up a technical cooperation project with the local television channel NOTele, which has high-definition equipment and the experience necessary for our development. In fact, our involvement in Twist is driven by research rather than commercial considerations. Its members are always helping each other out, which is indispensable for a healthy business environment.

*W&B : After the Beijing Olympics, what lies ahead for you?*

L. R. : Our team is already in demand for the Winter Olympics in Vancouver but also for the Football World Cup in South Africa, two events that will take place in 2010. As a reminder, the 2006 World Cup in Germany was watched by 35.6 million viewers. These events give the company an opportunity to showcase its know-how on all continents. Furthermore, we also have projects with NeuroTV, who is also a partner in Twist.

*W&B : So no crisis for you then?*

L. R. : I-Movix does not seem to be too vulnerable, as it is a luxury product. The current crisis is therefore not affecting us too much.