

Brazilian Broadcaster TV Globo Chooses I-Movix's SprintCam V3 HD, New Ultra Slow-Motion Solution

November 4, 2009

Source: I-Movix

I-Movix announced that major Brazilian broadcaster, TV Globo has purchased I-Movix's new SprintCam V3 HD ultra slow-motion solution for sports broadcasting and entertainment purposes.

The deal was made shortly after the official release of the HD-native product at the 2009 NAB show in Las Vegas. TV Globo will use the I-Movix technology primarily for sports broadcasting, including football and volleyball, and for specific projects within the network's entertainment department.



I-Movix's SprintCam V3 HD is the first broadcast-integrated, native HD, ultra-slow-motion solution offering frame rates of 250 to 2,000 frames per second (fps) with instant replay. Producing slow-motion output equivalent to eight to 66 times slower than normal speed (in Brazil), SprintCam V3 HD is the most advanced HD system available with full broadcast integration.

"TV Globo is known locally and internationally for the high quality of its content. We are delighted to be the first to offer Brazilian audiences true high-definition ultra-slow-motion pictures, such as those delivered by the SprintCam V3 HD," said José Manuel Mariño, news and sports engineering director, TV Globo. "The product is easy to set up and operate, and opens up many creative possibilities for both our live and prerecorded productions."

TV Globo chose the I-Movix technology after conducting a series of field tests in Rio de Janeiro and determining that the SprintCam V3 HD would allow the Brazilian broadcaster to be fully independent with its new extreme slow motion capabilities. Based on real-life conditions, the testing revealed the solution's ease of use and its ability to produce stunning real-time images. Fujinon Brazil also provided its expertise to achieve the best image quality.

"The lens selected for use on the SprintCam V3 HD is the Fujinon XA88x8.8BESM-SK, which features all-new technology enhancements such as Precision Focus Assistance (PF)," said Fulvio Trevisan, director of project management, Fujinon. "This new concept of extreme slow images will be very popular in Brazil."

The deal was officially closed at the Broadcast and Cable Show 2009 in São Paulo in partnership with Video Systems, I-Movix's official representative in Brazil.

"When we were first introduced to SprintCam by I-Movix, we immediately noticed that this technology is one-of-a-kind," said Carlos Camacho, Crown Video Systems, Broadcast Media Solutions. "The solution truly stands apart from any other offering for extreme slow motion – it is always up and running and ready to go inside any live transmission workflow, whether SD or HD."

TV Globo's purchase of SprintCam V3 HD demonstrates the solution's power as an extreme slow motion broadcast camera that customers can use on their own without any dedicated operator from I-Movix.

"I would like to thank TV Globo for the trust it has put in our products, and Video Systems, our Brazilian partner, for its efficient collaboration and excellent level of service. From the beginning, we have shared core values in our respective businesses including passion for innovation, commitment to our clients, and professionalism," said Laurent Renard, CEO of I-Movix. "I would also like to recognize Photron for its Photron SA-1.1 and Photron SA-2 cameras, and Fujinon for the HD broadcast lenses integration."