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Fast Take-Off For I-Movix, Extreme Slow Motion Solution Provider

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Fri, 5th, Dec 2008

Laurent Renard, founder and CEO of I-Movix, has announced a partnership agreement between I-Movix and the leading Chinese Import & Export Corporation : Instrimpex Instec Import & Export Corporation.

The starting point of the success story of the SprintCam Live V2 is certainly Beijing 2008. During 16 days in August 2008, SprintCam Live V2 systems were used to film nine sports - going from archery to trap shooting, through diving and swimming - at an incredible frame rate : up to 10,000 frames per second, hence delivering ultra slow-motion shots of high quality and intensity, that have not been missed by broadcast as well as sports specialists. In particular, the technological innovative extreme slow motion video system of I-Movix, allowing up to 10,000 frames/sec, has helped the sports stewards to determine who was the winner of the 100 m Butterfly : the famous and from now on legendary 8 gold medals swimmer Michael Phelps.

In September 2008, during the International Broadcasting Convention 2008, held in Amsterdam, I-Movix and its SprintCam Live V2 product have been ranked among the short list of the IBC2008 Pick Hit award winners chosen by Broadcast Engineering, a special reward of professionals of the broadcast industry.

During the SPORTEL - the International Sports Convention for Television & New Media - held in Monaco in October 2008, NBC Olympics won the Golden Podium Award for the best « isolated camera shot » slow-motion sequence, entitled: "Women's Synchronized Platform Diving - Replay", a breathtaking sequence captured with the SprintCam Live V2 during Beijing 2008! In this respect, Bucky Gunts, Emmy Award-winning Head of Production for NBC Olympics, said recently : "I was very impressed with the clarity and quality of the images of the Sprintcam Live V2 as provided by BOB this summer in Beijing." The added-value of the extreme slow-motion technology to sports broadcasting has thus been real in making it possible to bring the excellent performance of the sportsmen and sportswomen of the world, always trying to surpass themselves, even better to light.

The success story of I-Movix will continue in Beijing. Indeed, in early November, I-Movix concluded an import and distribution agreement of its products with the leading and historical Chinese Import & Export Corporation : Instrimpex Instec Import & Export Corporation! This new partnership means a first distribution's contract but also the development of customized products in a near future ! The 4th of December will be an important day since it will be the occasion to celebrate publicly the opening of this new commercial collaboration ! For this special event, we are very honoured to be hosted by the Ambassador of Belgium at the Belgian Embassy in Beijing.

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