

I-MOVIX Launches New Super Slo-Mo Camera

SprintCam Vvs HD Is Up to 100 Times Slower than Live Action

By George Winslow

Slow-motion camera specialist I-MOVIX will launch a new camera, the SprintCam Vvs HD, which offers frame rates from 25 to 2,500 frames per second, up 100 times slower than live action, at this year's National Association of Broadcasters convention. Besides the high frame speeds, the Belgium-based company said its camera offers better performance in low-light conditions than other cameras on the market and is easier to use. I-MOVIX CEO Laurent Renard said his company, which specializes exclusively in slow-motion cameras for the broadcast market, has in recent years been devoting significant R&D efforts to improving its cameras' operational features and light sensitivity. "We are now at 99.9% of the image quality you get" from a good quality HD camera," Renard said. "We have also reached the point where we can also offer the typical features of a broadcast camera, which means that every cameraman, every operator will be able to use them instantly with the same flexibility as they would expect from a common broadcast camera." Both goals have been difficult to achieve because of the high frame rates used by super-slow-motion cameras. Those high rates require a greater level of light sensitivity, making it difficult to produce high-quality images in poor light. These high frame rates also produce a massive data stream -- up to 55 Gigabits per second -- making it difficult to offer the same flexibility as a typical broadcast camera for playback, monitoring, replay and other functions. Another major problem the Vvs addresses is the fact that slow-motion cameras tend to be very bulky. "Coming up with a real portable slow-motion camera has been a major challenge but with the Vvs we will have both a standard camera version and a shoulder mounted camera for portable shooting," Renard said. Key features of the SprintCam Vvs HD include instant replay of native HD resolution and playback and an operation control panel with a broadcast-quality color matrix that controls frame rates. It also has a slow-motion remote that allows the user to select a video sequence

and instantly play it back for live broadcast or storage. A camera control unit also offer control over instant slow motion replay. Target customers for the camera are sports producers and, to a lesser extent, producers of documentaries, motion pictures and commercials, Renard said. While the broadcast-equipment market has significantly slowed in the last year, Renard noted that the sports market has remained strong. "Sports remain so important that they are still finding the budget to buy our cameras," he said.

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