



## **Panavision Couples Phantom HD High-Speed Digital Camera with Panavision Lenses for Feature Film, TV and Commercial Customers.**

*Abel Cine Tech, Vision Research and Panavision Announce "Phantom HD" Camera Acquisition*

Woodland Hills, CA – October 8, 2008 Panavision, the leading supplier of digital and film camera systems through its rental operations around the world, has announced an agreement with Abel Cine Tech and Vision Research for the acquisition of Phantom HD high-speed digital cameras.

The contract means that the Phantom HD cameras and custom accessories will be available for rent in a complete Panavised system package along with Panavision's inventory of industry leading optics, including anamorphic lenses. Abel Cine Tech, the exclusive North American agent for Vision Research's Phantom HD and 65, is supplying the camera systems, technical support and training to Panavision.

The Phantom HD, capable of recording up to 2048x2048 resolution, captures motion like no camera before it in the entertainment industry. At full HD resolution (1920x1080P), frame rates of over 1,000 frames per second can be recorded, played back, and accessed immediately. Its circular in-camera buffer recording enables cinematographers to "trigger" the camera either before, during, or *after* the event being photographed. These and other features enable a world of high-speed imaging possibilities previously unattainable in movies, television shows and commercials.

The 35mm sized CMOS imager accommodates all standard Panavision lenses, including anamorphic, and has the same depth of field characteristics as Panavision's 35mm film and digital cameras, including Genesis.

Each Panavised Phantom HD camera system will include two newly introduced products, the 512 GB CineMag flash storage magazine and the CineStation download station. These products speed up production and enhance workflow on set and off. Panavision is the first to supply this full system (2 CineMags and 1 CineStation) to each Phantom HD Camera package.

"We're very pleased to help create a digital standard for high-speed cinematography by offering the Panavised Phantom HD camera to our feature film, television and commercial customers", said Bob Beitcher, President and CEO of Panavision. "The combination of Panavision's lenses, Vision Research technology, and Abel Cine Tech know-how will change how the industry looks at high-speed imaging."

Peter Abel, President of Abel Cine Tech, agrees, adding "Our strategic relationship with Panavision moves Phantom HD into an arena we have eagerly sought since the camera's inception. With their experience and unique position in the market, we couldn't hope for a more accomplished partner than Panavision to make this objective a reality.

The complete Panavised Phantom HD camera package with Panavision lenses will be available for rent at select Panavision offices around the world beginning in October 2008.

**About Panavision Inc.**

Founded in 1954, Panavision Inc. is a leading designer and manufacturer of high-precision camera systems, including both film and digital cameras, lenses and accessories for the motion picture and television industries. Panavision systems are rented through its domestic and internationally-owned and operated facilities and agent network. Panavision also supplies lighting, grip and crane equipment for use by motion picture and television productions. For more information, visit [www.panavision.com](http://www.panavision.com).

**About Abel Cine Tech Inc.**

Abel Cine Tech Inc., established in 1989, is an industry leader and well respected voice for new film, digital and HD technologies. With facilities in New York City and Burbank, CA., Abel is a Sony Elite III Reseller, Panasonic Specialty Reseller, the exclusive US agent for Aaton motion picture cameras, and the North American agent to the production market for Phantom HD/65 high-speed cameras.

Abel is also the exclusive reseller of specialty equipment including HD Scope, Panther Broadcast tripods and dollies, and the CamTram System, as well as a reseller of major broadcast equipment lines. For more information on the company and its services, visit [www.abelcine.com](http://www.abelcine.com).

**About Vision Research Inc.**

Vision Research Inc., established in 1950, designs and manufactures high-speed digital imaging systems used in domains including defense, automotive, engineering, scientific and medical research, industrial and commercial, sports and entertainment, and digital broadcast and cinematography.

The Wayne, N.J.-based company prides itself on the sensitivity, high-resolution and quality of images produced by its systems, robust yet easy-to-use software interfaces, and reliability and versatility of its camera family – that continues to be the benchmark for all other high-speed digital camera manufacturers. For more information, visit [www.visionresearch.com](http://www.visionresearch.com).