



Press Release

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PLUG IN, POWER UP & GO! WITH NEW NATIVE LENS DRIVE FROM VINTEN RADAMEC

Native Lens Drive fits and works without lens bracket or manual re-calibration

Working in partnership with A&C Ltd, developers of world leading robotic head systems, Vinten Radamec has launched the Native Lens Drive (NLD) for Radamec heads that can be fitted and operated without a lens bracket or any manual re-calibration. This provides Radamec customers with much greater freedom in the choice of lens that they use and the locations where they operate.

The NLD is backwards compatible with all Radamec heads with a mini head control unit and the 431, it is suitable for operation with current full servo broadcast Canon and Fujinon lenses. Its development is proof of Vinten Radamec's continued commitment towards supporting legacy products.

The Vinten Radamec NLD incorporates A&C Ltd's video lens control system. It provides both analogue and digital lens drive outputs for the control of modern full servo Superbox and ENG lenses through plug-in cables rather than a fitted lens bracket. The cables can be easily unplugged again if the camera is required for use elsewhere, and then reconnected back in the studio in seconds.

The Native Lens Drive communicates intelligently with the lens software – recognizing different lenses - which allows for easy interchangeability, only limited by the connections into the various lenses. Lens calibration for Zoom and Focus control starts automatically at power up and takes less than a second for serial control or up to just 40 seconds for analogue control. No further manual intervention is required.

“Working with A&C Ltd, we have capitalized on our shared robotics expertise and developed a new Native Lens Drive that delivers a range of unique benefits to all our customers,” said Martin Philp, General Manager at Vinten Radamec. “Previous lens drive systems needed a motorized lens bracket with external encoders for accurate control of zoom and focus. This meant the camera was studio bound and different lenses could not be fitted without being dismantled. It then all had to be re-calibrated by a trained engineer – costing time and money.

“All those problems are eliminated with our Native Lens Drive technology. A similar Drive available within the Autocam range has proved to be immensely popular and this Radamec Native Lens Drive reflects Vinten Radamec’s commitment to supporting the changing needs of established customers. Meanwhile we continue to introduce new products and technologies within the Fusion range, with the NLD technology incorporated into all Fusion heads.”

For further information on the Vinten Radamec range of robotic camera support systems and accessories, go to www.vintenradamec.com

ENDS

Digital images are available on request, please email press@tregartha-dinnie.co.uk



Native Lens Drive from Vinten Radamec

About Vinten Radamec

Vinten Radamec is the world's leading provider of robotic camera support systems with the largest range covering robotic heads, pedestals and controllers suitable for studio, OB and legislative environments. With the widest customer support network and distribution infrastructure, and the most far reaching development programme in the industry, Vinten Radamec's aim is to continue to grow the number of robotics users in the world's broadcast industry.

Along with five other leading brands in the broadcast industry, Vinten Radamec is part of Camera Dynamics Ltd, a Vitec Group company.

About The Vitec Group plc

The Vitec Group plc is acknowledged as a global leader in the supply of equipment and services to the broadcasting, entertainment and photographic industries and has established a reputation for technical excellence and superior engineering along with an astute business strategy which has seen it grow by acquisition. Innovation is a cornerstone of the Group's activities and the organisation is committed to a policy of continuous product development.

With revenues (2006) of £222m (\$400m) and over 1500 employees world-wide, its products are distributed in almost 100 countries, through a strong, fully-resourced distribution network or direct to the end user or corporate customer. More information can be found at www.vitecgroup.com

More on A&C Ltd:

A&C Ltd is owned and run by Frank Fletcher and Dave Sherwin and has been designing and manufacturing world class robotic systems for 35 years. The product range includes the world class leading Pee Pod and the Power Pod heads and the recently introduced Track Pod.

For further information on A&C Ltd , go to www.powerpod.co.uk

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