

## **PRESS RELEASE – POLECAM – ARCTIC TALE**

### **31st August 2007**

### **POLECAM HD IN NEW TOP MOVIE RELEASE**

Polecam HD has been used to great effect in the major new movie Arctic Tale, just released in the U.S.

The movie comes from Paramount Classics and National Geographic Films, the people responsible for the hugely successful March of the Penguins.

Arctic Tale follows a real life walrus and polar bear from adolescence to maturity and parenthood in the frozen Arctic wilderness, and graphically shows the effects of global warming and how it affects their existence.

Polecam was used on the ice close to the walrus colony, and allowed the onboard Ikegami HD camera head to sweep over the ice and out right in close to the walruses below. The small head profile of Polecam is unobtrusive, and helps to capture natural shots even when in close right amongst the animals.

Steffan Hewitt, designer of Polecam was operating the rig. He also set up Polecam in a small boat to get in close to the walruses as they swam off into the icy water for some great in-close tracking shots.

Adam Ravetch Co-Director & Cinematographer of an Arctic Tale

“When I was making Arctic Tale there were shots I wanted to achieve of walrus that I never was able to do before. It was the big screen, and we wanted to obtain cinematic and epic shots of walrus migration. Five years ago I was at the Wildscreen Show in the UK and met Steffan Hewitt and saw his Polecam. My imagination began to spin. For a wildlife cinematographer it’s all about getting interesting and amazing shots to tell a great story, but in the Arctic that is near to impossible. You are dealing with wild animals that you have no control over, and the harsh arctic dips to 40 degrees below zero which takes a toll on your gear. You have to bring equipment that is reliable, light, that and mobile. With Polecam’s compact size and diversity as a crane, I was able to achieve one-of-a-kind shots that would never have been possible with conventional gear.”

Polecam, a U.K. product, is being discovered at an increasing rate by producers, directors, cinematographers and other creatives worldwide, as well as rental houses. More than 200 Polecams have now been delivered. Polecam can be fitted with selected broadcast quality SD and HD cameras. There is a new cradle to mount small HDV cameras. Underwater add-ons DiveBag and FishFace are available to allow underwater and air-water-air transition shots, as used to great effect in the Olympics and other high profile sporting events.

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#### FURTHER INFORMATION:

Polecam is a single-operator lightweight, portable jib-arm and broadcast camera system with a 1.5 to 6 metre (five to 20 foot) reach, weighing a maximum of 20 kg (44 pounds), which packs away into two bags with a carrying weight of just 35 kg (77 pounds). It can be rigged and de-rigged quickly - average rig time is just 10 minutes and de-rig 5 minutes - and is unique in that it requires no setup tools. Smooth, floating crane shots can be made quickly and efficiently with fast relocation.

The boom is rigged from lightweight carbon-fibre tubes, which slot easily together. It can be rigged using from one to five tubes, with or without the unique elbow section which can be used to get up and over obstacles.

POLECAM provides innovative and unique shots where often other cranes could not go. Polecam enhances production values for virtually any type of program.

POLECAM came into being when extreme sports cameraman/director Steffan Hewitt was directing a series of windsurfing kit commercials in Hawaii and found it impossible using conventional equipment to get a shot of the windsurfer, at speed, shot from the front with a wide angle lens. He experimented with a minicam fitted to the end of a soundman's boom pole. This was not a new idea, but it worked extremely well, and he got the shots he needed. Steffan realized there was a need for a Polecam product, but it would have to be a lightweight, go-anywhere rig with a remote, joystick-controlled high precision pan & tilt head. He returned to the UK, and designed and built the prototype. POLECAM now sells successfully around the world, a UK product, hand-built at their base near Bedford.

Polecam distributes TOSHIBA SD and HD remote head cameras and is distributor and European Service Centre for the ICONIX remote head HD camera. It also sells Fujinon prime lenses for these cameras.

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