



Polecam to show latest advances in mobile HD production at Broadcast Asia 2008

Polecam will introduce the latest advances in mobile HD production equipment on the HWarta Stand (8M4-01) at Broadcast Asia 2008, Singapore, June 17-20.



Long synonymous with highly portable and easy-to-deploy camera mounting equipment, Polecam now offers complete television production systems for HD as well as SD in addition to the industry-leading Polecam single-operator jib arm. Polecam itself weighs a maximum of 20 kg (35 kg in transit bags), far lighter than traditional camera support rigs, and has a reach of up to 6 metres. Polecam is designed to allow very fast setup and dismantling and has been used successfully to provide impressively dramatic shots from an exceptionally wide range of locations.

Clips from the newly released film 'Arctic Tale' will be played on the stand, demonstrating the robustness, transportability and exceptional versatility of Polecam equipment, in this instance under some of the coldest conditions on the planet.

Debuted at the NAB 2008 Spring Convention in April and now being introduced to the South East Asian market is a complete HD capture system comprising a miniature HD zoom camera, a solid-state HD field recorder and Polecam's unique single-operator broadcast-quality camera crane. A production version of Polecam's Fishface submersible camera head will also be introduced.

New: Polecam with Camera Corps HD MiniZoom

Designed for easy transport and fast set up, the Polecam camera rig is ideal for use with miniature HD camera heads. The latest-generation HD MiniZoom camera from Camera Corps is a miniature broadcast-quality 720p/1080i 50/59.94 Hz HD camera with integral remotely controllable zoom lens. Measuring just 96 x 49 x 45 mm, the camera incorporates a 1/3 inch 2 megapixel CMOS sensor with 10 x zoom lens (5.1 to 51 mm) in a weatherproofed aluminium housing. Total weight is just 285 g. The HD MiniZoom has very low power consumption (3.8 W at 6 to 12 V DC) and can be used in full auto mode with the lens at wide angle. An auxiliary interface provides all the necessary data decoding to allow full manual control of iris, zoom and focus via a small LANC controller. An optional remote CCU panel allows manual control of paint and detail. The HD MiniZoom delivers >50 dB signal-to-noise ratio (12 lux minimum illumination at F1.5). The two-piece aluminium housing is protected to IP65 standard, allowing safe operation in heavy rain or high levels of windblown dust.

New: Flash XDR HD Xstream solid-state data recorder

Heralding a new age in compact, affordable, high-efficiency programme production, Flash XDR is an entirely electronic digital recorder requiring no tape or disc drive mechanism. Capturing high definition video straight to economical CompactFlash solid-state memory cards, the 178 x 127 x 44 deck is comparable in size with a couple of broadcast camera batteries. Flash XDR combines low power consumption with very light weight (500 g) and can be mounted at the rear of a Polecam unit. The recorder is completely silent in operation and captures up to 164 minutes of 50 Mbit/s MPEG 4:2:2 1920 x 1080 pixel HD video, embedded or external audio plus timecode in MXF file format, on four hot-swappable 16 Gbyte memory cards. The recorder also supports MPEG2 4:2:2 at 100 and 160 Mbit/s as well as HDV over IEEE 1394. Flash XDR can record direct from latest generation of miniature HD camera heads or fed from the video output of an HD camcorder. It records direct to MXF file format complete with embedded or external audio and timecode.

New: Fishface submersible pan and tilt camera housing

Polecam's FishFace can be used to a depth of 4 metres on the Polecam or independently down to 10 metres. The carbon fibre support arm incorporates drainage holes which allow the boom to flood and clear quickly. Features include 360 degree pan capability and the same fully unrestricted movement as a standard Polecam dry head. A split O-ring cable gland can be used to seal cables without having to break existing connections. A domed port allows parallax errors at the air/water junction to be corrected. Pan/tilt control is via a fully sealed one-piece gearbox.

South-East Asia market launch: Polecam with Toshiba IK-HD1E HD camera

Making its first Broadcast Asia appearance, Toshiba's IK-HD1E three-CCD camera fixed-focal-length camera mounted on a Polecam rig enables high quality 1080i 50/60 Hz coverage of live events while retaining full versatility of camera movement and shooting angle. The IK-HD1E incorporates three 1/3 inch interlaced sensors and accepts standard C-mount lenses. Sensitivity is 2,000 lux at F7.4 (>54 dB signal-to-noise ratio) increasing to 13 lux at F2.2 with +18 dB gain. Features include five scene-file memories, manual or automatic white balance (including auto-white tracing), manual and automatic sensitivity control, and RS-232C control interface. Head dimensions are 33 x 39 x 41 mm, 65 g. The camera controller delivers HD-SDI, analogue RGB or Y/Pb/Pr and consumes 10.3W at 12V DC. Controller dimensions are 110 x 186 x 40 mm, 730 g. Head and controller can be operated at temperatures of 0 to 40 C and up to 90% ambient humidity.

Polecam was established in 1998 by extreme sports cameraman/director Steffan Hewitt. While directing a series of windsurfing kit commercials in Hawaii, he needed to obtain close wide-angle front shots of a windsurfer in action, shot from a tracking boat or jet ski. He improvised a rig comprising a miniature camera on a carbon-fibre windsurfing mast. Returning to Britain, he developed a lightweight go-anywhere rig with a remote joystick-controlling a high precision pan and tilt head. Polecam now sells successfully around the world from its base near Bedford.

Polecam will be represented at Broadcast Asia by Mel Noonan, Sales & Marketing Manager.

Accompanying 300 DPI JPEG image shows Steffan Hewitt using an Iconix HD camera on Polecam during shooting for 'Arctic Tale'.

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