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News Release



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**Vaddio Introduces The Only True High Definition Integrated Ceiling Document Camera System**

*First-ever HD integrated ceiling document camera to debut at ISE 2008*

MINNEAPOLIS, MN (January 24, 2008) – Vaddio, the leading designer and manufacturer of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audio/visual and videoconferencing industries, announced today the release of the CeilingVIEW HD Integrated Ceiling Document Camera. The new cutting-edge system brings true high definition video quality to those projects where image quality and high resolution are critical.

The HD camera is based on a Sony® 2.1 Megapixel native HD imaging sensor capable of 1920 x 1080 at 1080i or 1280 x 720 at 720p. The HD image sensor provides precise color reproduction and edge focus, which is essential for displaying images on a large format HD monitor or for transmitting images through an HD videoconferencing system. The option of switching to Standard Definition is also available in either 16:9 (squeezed) or 4:3 (cropped) aspect ratios. The camera comes equipped with a 10X optical motorized zoom lens and 12X digital zoom range, for a total of 120X zoom.

Vaddio's active HSDS™ cabling system uses a High Speed Differential Signaling technology that allows the integrator the ability to install the document camera up to 400 feet away from the main system on two standard Cat. 5 cables. HSDS incorporates a high bandwidth, low loss approach to distances. The HSDS cable system also provides power to the camera and control commands over the same Cat. 5 cables.

The new HD system also offers additional features including:

- **Remote control flexibility.** Users can control the system externally by using standard VISCA control protocol thru the RS-232 port or by the IR Remote control system included. Users also have the ability to control the camera's Zoom In/Out and laser functions with either Polycom® or Tandberg® IR Remotes.
- **Laser pointer for precise placement.** The built-in laser pointer can be operated in an "Always On" mode or momentary state for locating and positioning documents.
- **Six camera zoom presets.** Presets can be stored by the remote, ProductionVIEW™ switchers or through external control systems.
- **Custom camera install kit.** Install kit includes metal backbox enclosure designed to fit into ceiling, suspended ceiling tile support braces and a ceiling trim ring. (An optional plaster ring install kit will soon be available).

"As the videoconferencing and AV industries migrate towards HD, we see CeilingVIEW HD as an ideal solution for those integrators and dealers that have a need for an easy to install, high definition ceiling visualizer," states Rob Sheeley, president of Vaddio, on the release of the product. "The end-user will also like the fact that their Polycom® or TANDBERG® remote will work with the zoom and laser features on our CeilingVIEW HD."

#### **About Vaddio:**

Vaddio is the leading designer and manufacturer of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audio/visual and videoconferencing industry.

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Headquartered in Minneapolis, MN, Vaddio also has operations throughout the Americas, as well as sales and support partners throughout the world. More information can be found on the Vaddio website, [www.vaddio.com](http://www.vaddio.com) or at (800) 572.2011.