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News Release

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**Vaddio Expands at IBC 2008 with ProductionVIEW HD, Quick-Connect CCU and a New Range of Camera Mounts**

*Vaddio to exhibit and present at international broadcast event, September 12, 2008*

MINNEAPOLIS, MN (August 13, 2008) – Vaddio, the leading manufacturer and OEM distributor of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audio/visual and videoconferencing industries, announced it will exhibit the latest in camera control technology at IBC 2008, at the RAI Centre in Amsterdam, September 12-16, 2008, booth 11.B80. The broadcasting and media event brings over 1,300 leading industry manufacturers and specialist suppliers from around the globe.

“This will be our first time attending IBC, but from the huge response we received at NAB, we are certain our products will fit right into the international broadcast market,” said Vaddio President Rob Sheeley. “We are extremely excited to showcase our new ProductionVIEW HD multi-camera control system, as well as our new Quick-Connect CCUs -- ideal for live broadcast events.”

The new **ProductionVIEW HD** combines all your needs into one component. The next-generation camera control system is sophisticated enough to handle the most demanding live broadcast or staging events, yet simple enough to use that a novice can get professional results. ProductionVIEW HD integrates PTZ camera control and multi-format HD/SD live switching with real-time graphics and effects into one easy-to-use control console.

The **Quick-Connect CCU** takes Vaddio's Cat. 5 cabling systems a step further than the Quick-Connect PRO by enabling you to adjust IRIS, GAIN, COLOR and DETAIL with the turn of a knob. You can *finally* take control of PTZ Camera image output – allowing you to easily adjust each camera individually and match multiple cameras. In addition, there are two Scene Store buttons, allowing the user to save specific color-matched images, such as day and night, lighting changes or multiple locations.

The Quick-Connect CCU's cabling system allows the integrator to use standard Cat. 5 cabling to run both HD and SD video, camera power, black burst sync and camera control up to 500 feet. Vaddio's High Speed Differential Signaling™ (HSDS) provides a high-bandwidth, low-loss video signal to ensure high definition quality up to 500' (152.4 m).

Vaddio also introduces a variety of new wall and ceiling camera mounts in addition to its already existing line. The heavy-duty **Thin-Profile Wall Mounts** are specifically designed for each Vaddio camera system, mounting directly to the drywall or 2 to 3-gang electrical box. The Vaddio **Drop-Down Series Camera Mounts** are designed to allow integrators to easily install a compact PTZ camera into locations where wall mounting a camera isn't an option.

Stop by booth 11.B80 to see our complete line of cameras, accessories and camera control equipment.

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**About Vaddio:**

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