

9433 Science Center Drive
Minneapolis, MN 55428
Toll Free (800) 572.2011



News Release



Media Contact:

Kelly Perkins
Office +1 763.971.4409
Mobile +1 612.298.7688
kperkins@vaddio.com

Sales Contact:

Sally Blank
Direct +1 763.971.4419
Mobile +1 763.227.3294
sblank@vaddio.com

Vaddio Showcases New Precision Camera Controller, ProductionVIEW HD and Quick-Connect CCU at Integrated Systems Europe 2009

Vaddio to exhibit and present at European Audiovisual Event, February 2009

MINNEAPOLIS, MN (January 13, 2009) – Vaddio, the leading manufacturer and OEM distributor of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audiovisual and videoconferencing industries, announced it will exhibit the latest in camera control technology at ISE 2009, RAI Centre Amsterdam, February 3-5, 2009, booth 1F.102. The 2008 show drew more than 22,000 attendees and 484 exhibiting companies, showcasing the very latest technologies for commercial and residential systems integration.

“ISE is becoming the premier audiovisual show for European AV systems integrators,” explained Vaddio International Channel Manager, Sally Blank. “We’ve been extremely pleased with the quality of visitors and we are expecting our existing Vaddio distributors to bring through sizeable groups of dealers from their respective countries. Plus this is an ideal opportunity for us to meet with new prospects to install or distribute our specialty cameras and camera controllers.”

The newest addition to the Vaddio product line, the **ProductionVIEW Precision Camera Controller** takes the Super Joystick a step further, by upgrading the robotic camera controller to a broadcast-quality joystick for extremely smooth and accurate pan, tilt and zoom control. In addition, it integrates CCU image control functionality into the system allowing users to control red and blue gain, detail, and iris with adjustable gain. One-push white balance (OPWB), auto white balance (AWB) and auto iris are also available to those who desire a more automated image control system.

ProductionVIEW HD is a multi-camera control system designed to handle the most demanding live broadcast or staging events, yet it's still simple enough to allow a novice to shoot like a pro. 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.

Debuting for the first time at ISE, the Vaddio **Quick-Connect CCU** takes our existing Cat. 5 cabling systems a step further 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.

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).

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About Vaddio:

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 or at (800) 572.2011.