



## **LATE BREAKING NEWS**

### **ANTON/BAUER PROVIDES PEACE OF MIND WITH ULTRA RELIABLE D-90 BATTERIES**

*Long-lasting Dionic 90 Batteries Used Daily at Major European ENG and Rental Facilities*

**AMSTERDAM, NETHERLANDS, SEPTEMBER 14, 2009** – Anton/Bauer®, a brand of The Vitec Group, and the world's premier provider of batteries, chargers, lighting and other mobile power systems for the professional broadcast, video and film industries, continues to see a steady increase in sales of its lightweight, lithium-ion **Dionic 90 Battery** from customers worldwide, sending strong feedback on its long battery life. Anton/Bauer Dionic 90 users include **Krypton Film** in Norway, the **BBC London** and **Camelot Broadcast Services** in Germany.

"We're proud to supply our Dionic series batteries to some of the largest, most recognized broadcast corporations and rental houses in Europe," says Martin Sly-Jex, EMEA manager for Anton/Bauer. "With the Dionic 90 continuing to perform for our customers after three and a half years, we're meeting our goal as a company that provides our customers not only with the most cutting-edge technology, but with value on their investment. The D-90 is the right choice as a dependable, durable and long-lasting battery, guaranteeing that a production team is never stuck without a reliable power source."

#### **Krypton Film, Oslo, Norway**

Krypton Film, the largest high-end digital rental business and post-production facility in Norway, purchased the Anton/Bauer Dionic 90 batteries for clients filming documentaries, reality TV and drama serials. As experienced cinematographers themselves, Krypton owners Marius Johansen Hansen, Theodor Kristensen and Jørn Broll selected the D-90 batteries for their size and durability. "The D-90's weight, size and physical shape were crucial deciding factors for us," says Kristensen, technical manager and owner of Krypton Film. "When doing handheld work it is important to have light, small and long-lasting batteries, so the D-90s were some of the first batteries we selected when we started out in the rental business."

The D-90 batteries are used at Krypton to power Sony, Panasonic and RED camera systems. Purchased in 2006, the batteries have withstood wear and tear with a lifetime of over three years. "The D-90 batteries are incredibly durable," says Kristensen. "Recently, The D-90 batteries were used by a customer to film this year's reality show, '71 Degrees North' where the contestants, crew and equipment must survive very rough conditions over a few weeks. The D-90 batteries performed excellently for the client, and have lasted even after a few drops and knocks in the field."

#### **BBC London, London, U.K.**

With the pressure to shoot and turnaround daily content for a one-and-a-half-hour news program every evening, the BBC London has to be able to trust that its equipment will perform in every on-

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location situation. Tasked with capturing high-profile local events like the recent British government elections and the build-up to the 2012 Olympic games, the BBC London relies on advanced Dionic 90 batteries from Anton/Bauer to provide a dependable, high-performance power solution for its gear.

The BBC London selected Anton/Bauer's Dionic 90 to replace aging batteries. After using Anton/Bauer's NiCad and NiMH batteries for many years because of their rugged camera fixing and large capacity, BBC London made a switch to the Dionic series' new lithium-ion technology, enabling a higher discharge rate with a lighter weight load and longer runtimes.

The D-90 batteries power BBC London's Sony DSR-570 camcorders with the Anton/Bauer UltraLight2 on the camera using the powertap system. Tandberg radio camera transmitters, which require an extra current, are also regularly used with the camera, and the D-90 can power all three pieces of equipment simultaneously. They are also used to power small monitors, including the BBC London weatherman's on-location monitor.

### **Camelot Broadcast Services, Berlin, Germany**

Camelot Broadcast Services, a major Berlin rental house specializing in digital production and crew staffing, uses Anton/Bauer Dionic 90 batteries for news, feature film and dailies during production shoots. Touting the Dionic 90 batteries' reliability, Camelot Broadcast CEO Rainer Hercher has selected Anton/Bauer batteries for his staff ever since Camelot was founded in 1997. With over 160 D-90 batteries in stock, Camelot's crew especially appreciates the D-90's built-in real-time LCD display that assures cameramen that enough power exists for an assignment. As Camelot uses the Anton/Bauer Quad 2702 charger with its D-90 batteries, staff can use both the multi-function display readout on the charger and LCD display on the battery to ensure that customers always receive reliable, fully-charged equipment.

"The D-90 batteries perform exceptionally well for two years with a full charge, so we're confident that we're getting a good return on our investment," says Hercher. "In a professional environment, good support from the manufacturer is also as important as having a good product, and Anton/Bauer has always provided excellent communication. It continues to bring new ideas and innovative products to us, which is important in our competitive industry."

### **ABOUT ANTON/BAUER®**

Anton/Bauer is recognized as the world's innovator and premier provider of batteries, chargers, lighting and other key mobile power systems for the professional broadcast, video and film industries. Based in the United States in Shelton, CT with offices in Europe and Asia, Anton/Bauer was established in 1970 and has expanded its product offerings to include many signature lines such as its leading Gold Mount® system, InterActive® chargers and Logic Series® batteries such as the HyTRON® 50, 100 and 140, and Dionic® 90, 160 and HC. Their products are compatible with virtually every camera brand on the market today. Other Anton/Bauer high performance products include the Ultralight®, ElipZ®, ElightZ®, CINE-VCLX® and CINE VCLX/2®. Their superior-quality products have become an industry standard. For more information on Anton/Bauer, visit [www.antonbauer.com](http://www.antonbauer.com).

### **ABOUT THE VITEC GROUP PLC**

The Vitec Group plc is a global leader in the supply of equipment and services to the broadcast, electronic media, photographic and live events industries, and is rapidly extending its reach into related areas such as government, security and defence. Vitec's many industry-leading product brands have established a formidable reputation for innovation, technical excellence, and superior service and support. The diverse range of brands are united by a common Vitec Group commitment

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to delivering a world-class customer experience, and a visionary approach to the future. This befits an enterprise which has grown both organically and by acquisition to incorporate over 2000 employees worldwide and achieve a 2008 turnover of almost half a billion dollars. Vitec Group products are distributed in almost 100 countries, through both direct sales and by means of a strong, fully-resourced distribution network. The Vitec Group comprises:

**The Broadcast Systems Division**, which develops, manufactures and distributes high quality manual and robotic camera supports, location lighting, camera and equipment bags, portable power solutions, prompting products, wireless camera links and communication systems used principally by broadcast and live entertainment professionals. Brands include - Anton/Bauer, Autoscript, Clear-Com, Litepanels, MSC, Nucomm, OConnor, Petrol, RF Central, Sachtler, TCS (The Camera Store), Vinten and Vinten Radamec. [www.vitecgroupbroadcast.com](http://www.vitecgroupbroadcast.com)

**The Imaging & Staging Division**, which designs, manufactures and distributes photographic and video-camera support; lighting, trusses and suspension systems for the professional photography, video, cinematography and live event markets. Brands include - Manfrotto, Gitzo, Kata, Avenger, Litec, IFF, Bogen Imaging, Tomcat and Brilliant Stages. [www.vitecgroup.it](http://www.vitecgroup.it)

**The Broadcast Services Division**, a leading provider of professional video and audio rental equipment, and engineering support for major event productions. Brands include – ASG and Bexel. [www.bexel.com](http://www.bexel.com)

More information can be found at [www.vitecgroup.com](http://www.vitecgroup.com).

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