



FOR IMMEDIATE RELEASE

**PROCAM TELEVISION SELECTS ANTON/BAUER AS SOLE SUPPLIER
OF ADVANCED BATTERIES, CHARGERS**

Leading UK Rental Facility Makes the Switch to Dionic HC Batteries, TM4 Chargers

AMSTERDAM, NETHERLANDS, SEPTEMBER 11, 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, is announcing at IBC 2009 (Stand 9.D28b) that **Procam Television**, a leading hire facility in the U.K., has fully committed to Anton/Bauer products. Widely respected as one of the top equipment rental facilities in the region, Procam will exclusively stock Anton/Bauer batteries and chargers, with a new investment in 250 of Anton/Bauer's latest Dionic HC batteries and 50 TM4 chargers.

"At Procam, we demand that our kit is the very best on the market, so our decision to select Anton/Bauer as our sole supplier of power for our first-class equipment was a natural choice," says John Brennan, managing director of Procam Television. "Companies in the equipment hire market are constantly trying to out-do each other in terms of equipment superiority, and our investment in Anton/Bauer's next-generation products will give us an important technological lead in the market. To be honest, our decision was made even easier when we tested the Dionic HC with the TM4 chargers – they're a match made in heaven, and when combined with Anton/Bauer's unrivaled worldwide customer support, there really was only one logical option."

Procam conducted rigorous field testing using several competing brands before finally selecting Anton/Bauer and its Dionic HC battery. Featuring a radical step forward in Li-ion technology, the Dionic HC is designed to handle high-current applications, with an 80% higher capability than competitive products. Providing 10 amps for high current draw applications, the 91 watt-hour Dionic HC can operate a 40-watt HD camcorder for over two hours, making it an excellent solution for users working with high-end HD/HD-XDCAM camcorders and on long shoots. A real time digital display also gives Procam users total control over the remaining runtime, an invaluable feature for the professional cameraman.

"The Dionic HC's latest cell technology for high current draw applications is crucial when it comes to today's power-hungry camcorder attachments, including wireless monitors, wireless microphones and on-board camera lights," continues Brennan. "HD camcorders are now common place in the hire market, so it was also essential for us to find a product that would be compatible with our high-end equipment while providing our clients with a long-lasting battery that would give them the flexibility of filming in remote areas over a longer period of time. Our crew is also far happier as these batteries are not only powerful, but lightweight for ease of use."

(more)

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With crews working on over 20 shoots a day, Procam relies on efficient customer support and equipment repair, ensuring that clients producing high-profile films, documentaries, commercials, current affairs programmes and reality-based productions can complete their filming on schedule and with little disturbance. Anton/Bauer products also cater to a customer's desire to stay ahead, with built-in update features such as the TM4's remote USB software upgrade capability. The TM4's ability to fast-charge batteries simultaneously and twice as fast as previous TWQ chargers will also ensure Procam has the fastest battery turnaround on the market.

"The world of kit-hire is incredibly fast-paced, so we require extremely prompt service from all of our providers," says Brennan. "We've had a relationship with Anton/Bauer for 20 years, so we know that not only is their product the most advanced in the market, but their customer support is also exceptional. With other brands, we've been made to wait for delivery or support, but the Anton/Bauer service center is less than an hour away and is backed up by superb service in the Netherlands. We're well taken care of by the Anton/Bauer team here in Europe."

"Procam's commitment to Anton/Bauer is an investment in reliability, enhanced performance and ongoing customer support," says Martin Sly-Jex, regional sales manager, EMEA for Anton/Bauer. "Procam has chosen two of our most advanced products to complement their range of Sony and Panasonic HD cameras, but we'll also work to introduce them to the newest, most cutting edge products in our development pipeline. As a company, we're driven to create the next best battery, charger and accessory for all applications, so Procam will always be informed of the latest developments and technology on the market. We're pleased to be selected as their sole power supplier and to continue our wonderful working relationship."

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.

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 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:

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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

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

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

More information can be found at www.vitecgroup.com

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