



FOR IMMEDIATE RELEASE

**ANTON/BAUER INTRODUCES NEW GOLD MOUNT SOLUTIONS FOR
INDUSTRY'S TOP CAMERAS AT NAB 2011**

*Anton/Bauer Builds Confidence with Industry Pro's with Leading Options for
Definitive Battery Mounting System*

LAS VEGAS, April 11, 2011 – 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, will demonstrate the infinite capabilities of its advanced **Gold Mount® System** for some of the industry's top cameras from such manufacturers as ARRI, Canon, Panasonic and Sony at the **2011 NAB Show** in Las Vegas (Booth C7032).

At NAB, Anton/Bauer will introduce many new Gold Mount options, including the QR-HotSwap-AR for the ARRI ALEXA digital camera system, the QR-Locaster for the ARRI Locaster light, the QRC-DUAL-PT for the Sony PMW-F3 camera, the QR-C80P for the Panasonic AG-HMC80 professional AVCCAM HD shoulder-mount camcorder and the QRC-VBG for the Panasonic AG-AF100 series professional HD camera.

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"When shooting on location, the last thing Anton/Bauer Gold Mount users will have to worry about is a power failure because of a bad battery connection," says Shin Minowa, vice president of marketing and business development. "The key to our success and foundation of all of our technology begins with the Gold Mount System. During this year's NAB, we will showcase our many new and existing Gold Mount solutions, the most secure mounting system available for professionals."

Providing a secure snap-on approach to keep the battery in place from any position, the **Gold Mount®** is the basis of Anton/Bauer's power systems. The Gold Mount provides an interchangeable battery system using a forward compatible approach originally developed by Anton/Bauer. This system allows for new cell chemistries as they are developed, allowing a battery introduced today to perform seamlessly on a current charger purchased 10 years ago, with only a simple firmware upgrade. Paramount to the Gold Mount's performance are three solid mechanical connections that "lock" into place, providing secure contact for a steady stream of uninterrupted power, an inherent problem with other mounts causing users to experience intermittent power failure.

Engineered from durable high-impact polymer, the Gold Mount employs self-cleaning gold-plated pins rated for hi-current allowing them to withstand the power required for today's cameras. Other features of the Gold Mount include **InterActive®** Viewfinder Fuel Gauge allowing communication directly to the camera's viewfinder. Providing power requirements ranging from 7.2v to 28v, the Anton/Bauer Gold Mount System is the most widely used battery mounting system in the industry, and is available as factory standard equipment on many cameras from manufacturers such as Grass Valley, Hitachi, Ikegami, JVC and Canon.

Additionally, Anton/Bauer is now offering new Gold Mount power solutions for the Canon EOS 5D Mark II, EOS 7D and EOS 60D Digital SLR cameras with the **QR-DSLR**. This



solution addresses the needs of broadcasters and filmmakers incorporating Digital SLR camera video capture into their productions. The QR-DSLR runs monitors, lights, transmitters and other accessories not possible with a standard OEM battery, utilizes the Logic Series® batteries and has the ability to mount to most third-party support rigs, such as Red-Rock Micro, Zacuto, Genus and Cinevate. It can also be configured in a pouch pack which is worn on a belt when handheld production is necessary.

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, HC and HCX. 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.

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A Snapshot of The Vitec Group

Vitec is an international Group principally serving customers in the broadcast, photographic and military, aerospace and government (MAG) markets. Listed on the London Stock Exchange with 2009 revenue of £315 million, Vitec is based on strong, well-known, premium brands on which its customers worldwide rely. Vitec is organised in three divisions: Imaging & Staging, Videocom and Services.

Imaging & Staging designs, manufactures and distributes equipment and accessories for photography, video and events.

Videocom designs and distributes systems and products used in broadcasting and live entertainment, film and video production and MAG.

Services provides equipment rental, workflow design and technical support for camera, video, audio, fibre optic and wireless technology used by TV production teams and film crews.

More information can be found at www.vitecgroup.com.

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