



## FOR IMMEDIATE RELEASE

ANTON/BAUER DEMONSTRATES UNIVERSAL APPLICATIONS OF  
ITS GOLD MOUNT SYSTEM WITH NEW POWER SOLUTIONS  
FOR THE APPLE MACBOOK™ AT NAB 2011  
*Company's Gold-Mount Solutions Offer Infinite Capabilities  
That Reach Far Beyond the Camera*

**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 virtually limitless Universal Applications of its advanced **Gold Mount® System** for non-camera uses, including the new **QRC-MBPA** Gold Mount® power solution for the **Apple MacBook™**, at the **2011 NAB Show** in Las Vegas (Booth C7032).

Anton/Bauer's Gold Mount System offers Universal Applications that reach far beyond the camera, used on many types of portable non-camera equipment including monitors, scopes, microwave equipment and hard drives. For example, the new **QRC-MBPA** Gold Mount power solution works with the Apple MacBook™, MacBook Pro and/or MacBook Air using the Apple MagSafe™ Airline Adapter (sold separately). The QRC-MBPA allows for more battery options for broadcast and production professionals using their MacBook while working on-location without the availability of an adequate power source. Rather than purchasing or carrying additional extended life batteries, professionals can simply employ their existing Anton/Bauer inventory. The QRC-MBPA provides longer run-times\* when operating higher-powered, demanding programs such as Final Cut Pro and the computer seamlessly switches to its own internal battery without the loss of data.

"During this year's NAB, Anton/Bauer will demonstrate the virtually limitless versatility of our **Gold Mount® System**, the most secure mounting system available for professionals on the market today," says Shin Minowa, vice president of marketing and business development. "The Gold-Mount offers Universal Applications that reach far beyond the camera, used on many types of portable non-camera equipment. The Gold Mount provides an interchangeable battery system using a forward compatible approach originally developed by Anton/Bauer that allows for new cell chemistries as they develop."

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, 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 high-current allowing them to withstand the power required for today's cameras. The original Gold Mount's **PowerTap®** provides 14v power to accessories including the Anton/Bauer **Ultralight®**, wireless microphones, hard drives or other DC accessory to be powered from the camera battery. 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.

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MacBook™ and MagSafe™ are registered trademarks of Apple Inc.  
\*Run-times will vary due to individual program requirements.

## **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](http://www.antonbauer.com).

## **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.

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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](http://www.vitecgroup.com).**

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