



## FOR IMMEDIATE RELEASE

### ***Pictorvision Offers Solution for HD Stabilized Equipment Challenge***

**Van Nuys, California**, March 1, 2007, Pictorvision announced today the launch of their new *Wescam HD Conversion Program*, taking a strong position against competitive HD products on the market today. With the world changing to high-definition, many gyro-stabilized aerial camera system owners are currently considering large investments into new HD equipment – and Pictorvision is able to propose the question – why? There must be alternatives for this growing market and Pictorvision has the answer.

Pictorvision realized that in order to be responsive and meet the changing needs of their customers and the industry, they needed to develop a better HD solution compared to what was available on the market. Available HD products are limited - all options pair high price points with reliability levels well below customer expectations. “The challenge for Pictorvision was to develop a cost-effective HD solution that met the trusted performance and reliability levels the industry has come to expect from Wescam stabilized aerial equipment” said Mark Chamberlain, President of Pictorvision, co-founder and former President and CEO of Wescam. “The open architecture of a converted HD Wescam ensures flexibility for years to come, a critical differentiating point considering the rapid evolution of HD cameras”, he added. Customers don’t have to lock themselves into an HD payload, by converting their current system; they have years of upgrade flexibility from the open Wescam system.

Pictorvision’s experienced team of engineers developed a clever solution – by converting their respected Wescam aerial systems in their rental inventory to HD, they could provide a cost-effective solution for rental customers. Current Wescam owners can now benefit from the Wescam HD Conversion Program and enjoy a low-cost HD solution, providing additional benefits of re-using current accessories, approvals, existing maintenance procedures and enabling owners to continue to find value in Pictorvision’s unparalleled service and support. Additionally, converting Wescams to open architecture ensures future payload upgradeability.

Pictorvision, formerly the Wescam Entertainment Division, has over 30 years of experience and a rock solid pedigree that spawned the aerial stabilization industry. The Pictorvision Aerial family of products includes Wescam 35 mm, SD, & HD systems and the Pictorvision XR, the industry’s most advanced gyro-stabilized remote head.

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