



## ***TAKING THE SHOTS & LEADING THE CHARGE FOR THE WAR ON WOBBLIES***

**Van Nuys, California**, July 5, 2007, After a 3-month anonymous “**War on Wobblies**” campaign, Pictorvision is pleased to announce that it was them who stood behind the high profile efforts. The campaign focused on the fundamental message that each piece of anti-wobbly equipment has a specific role to play in production requirements and that no one stabilized product can fulfill all of the industry’s needs.

Pictorvision is being commended for their refreshing approach to engaging the industry by highlighting the arsenal of stabilization equipment available to cinematographers. For the past decade, cinematographers have suffered due to misinformation and boastful marketing claims by the stabilization industry and Pictorvision wanted to lead the charge for gaining back the industry’s credibility through interaction with all of the key influencers and suppliers. Realizing that it takes some analysis and understanding to determine which product and/or supplier can accommodate specific creative shots, the campaign highlighted each of the products available on the market and their role in the fight against Wobbly in entertainment.

The industry quickly embraced the leadership of General Henz – a character passionate about supporting the creation of stunning cinematography and ending the spread of Wobbly. The General engaged the audience in a friendly and compelling way, highlighting the evolution of the stabilization industry while correctly positioning each of the players in the market space, making it easier for cinematographers to determine the best tool for the job. Anti-Wobbly manufacturers quickly embraced the goals of the campaign and participated in the promotion of accurate information about their products. On-going, open and honest dialogue with a wide range of individuals from across the globe was truly to the benefit of the cinematography industry.

With an overwhelming response, the War on Wobblies website provided the industry with a central location where an engaged community could congregate and passionately discuss their shared interest in the role that camera stabilization and precision control has in cinematography. Pictorvision is looking for feedback on how to best continue to provide a forum for cinematographers and industry

suppliers to communicate the merits and attributes of all the various anti-Wobbly weaponry. Visit [www.waronwobbles.com](http://www.waronwobbles.com) for further information.

Pictorvision is the leader in stabilized and precision control solutions for the entertainment industry. With over 30 years of experience, Pictorvision has a rock solid pedigree that spawned the aerial stabilization industry. The Pictorvision Aerial Suite of products includes the Pictorvision **eclipse**, Wescam 35 mm, Cineflex systems, Wescam HD and Wescam SD products.

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Media Contact:  
Cindy Porter, Director of Marketing  
Pictorvision Inc.  
905-332-5433 ext. 205  
cporter@pictorvision.com