

WTTG-FOX5 Washington D.C. Introduces

"The Edge" Promo in v3



Shelia Smith shoots the FOX5 "The Edge" promo with
v3/Angenieux 26x7.8 HD Lens

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WTTG – FOX5 in Washington D.C. recently collaborated with Vision III Imaging, Inc. for their new on-air promotion of the “The Edge” news show at 11. FOX5, using the v3/Angenieux 26x7.8 ENG HD zoom lens, produced a promotion with the v3 look that achieves a three dimensional enhanced broadcast image. This introduction into the local Washington D.C. market included on-air promotions and was incorporated into FOX5 sponsored jumbo screen ads at FEDEX field during Redskin games, as well as other advertising venues.

Shelia Smith, a local Director of Photography in the Washington D.C. market, used the lens for the first time on the shoot. She thought it integrated seamlessly into the production process and was very enthusiastic about using the lens in future productions.

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