

CBS Sports to use v3 HD Zoom Lenses at NCAA Final Four



Mike Singer CBS Cameraman at NC/Duke Mens Basketball Game

CONTACT

Walter Pollard/ Vision III Imaging, Inc.

Phone: (703) 478-5270

Fax: (703) 478-5274

wpollard@v3imaging.com

Herndon, VA (March 27, 2007) – Adding more realism to the “March Madness”, Vision III Imaging, Inc. proudly announces that CBS Sports will be utilizing four v3 parallax scanning HD zoom lenses in its broadcast coverage of the NCAA Final Four. The revolutionary v3 optics system allows conventional video production cameras to shoot images with enhanced texture and depth that appear more realistic when viewed on virtually any standard or high definition television. The v3 lenses will be capturing game footage from cameras on a jib, handheld and slo-mo positions.

“The v3 lens has a very unique look that makes the game action very compelling,” says Final Four Lead Director Bob Fishman.

The first time Bob used a v3 lens was on a handheld camera during the March 4, 2007 CBS Sports coverage of the UNC/Duke game at Chapel Hill. Following that experience, Bob requested Vision III provide him with four lenses for the Final Four broadcast.

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