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CAMCOPTER[®] S-100 – OPENING A NEW ERA IN FILMING AND BROADCASTING

Vienna, 16 April 2012 – Brain Farm Digital Cinema, Snaproll Media, and Schiebel are excited and proud to announce that the CAMCOPTER[®] S-100 achieved its first flight with the CINEFLEX[®] camera as the first UAS (Unmanned Air System) ever. The days of shooting were successfully carried out in Austria, bringing new levels of innovation to the film and broadcast industry professionals around the world. The introduction of this new aerial cinematography solution will take place at this year's NAB Show[®] (14 to 19 April 2012) in Las Vegas.

The shoots were performed with Schiebel's CAMCOPTER[®] S-100 UAS with an integrated CINEFLEX[®] which is the ultimate gyro-stabilized solution for aerial cinematography. The CINEFLEX[®] is a multi-axis coordinated gimbal control system that provides layered isolation, steering, and fine correctional movements to stabilize a wide selection of precision optics to a sub-pixel level.

“The CAMCOPTER[®] S-100 UAS can carry a variety of cameras suitable and capable of providing the high definition accuracy so important to today's film and television directors. Its ability to hover and precisely maneuver for extended periods of time, offering a truly stable platform, provides another dimension of artistic freedom from a basic set to extreme situations beyond manned limits.” says Hans Georg Schiebel, Chairman of the Schiebel Group.

The S-100 navigates via pre-programmed GPS waypoints or is operated with a pilot control unit. Missions are planned and controlled via a simple point-and-click graphical user interface.

Under the special direction of Brain Farm Digital Cinema and Snaproll Media a number of shoots were taken of motor cross bikes and a rally car, despite the environmental conditions with high wind speeds up to 24 knots the CAMCOPTER[®] S-100 UAS was able to capture fully stabilized clear high quality images with ease.

“Flying the CINEFLEX[®] on the proven Schiebel CAMCOPTER[®] S-100 was an exciting accomplishment and is a great start to proving and developing the S-100 to be by far and away the most advanced UAV Aerial Cinema System in the industry“ says Preston Ryon of Snaproll Media.

“It was a dream of mine to find a way to fly the CINEFLEX[®] remotely I just never thought it was possible. Now with the use of the CAMCOPTER[®] S-100 UAS my dreams have become a reality and I'm very exciting for what the future holds with these advancements.” Curt Morgan, Founder and CEO of Brain Farm Digital Cinema.

At NAB Show[®], Las Vegas, 14 to 19 April 2012, please visit us at Booth C9545.

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