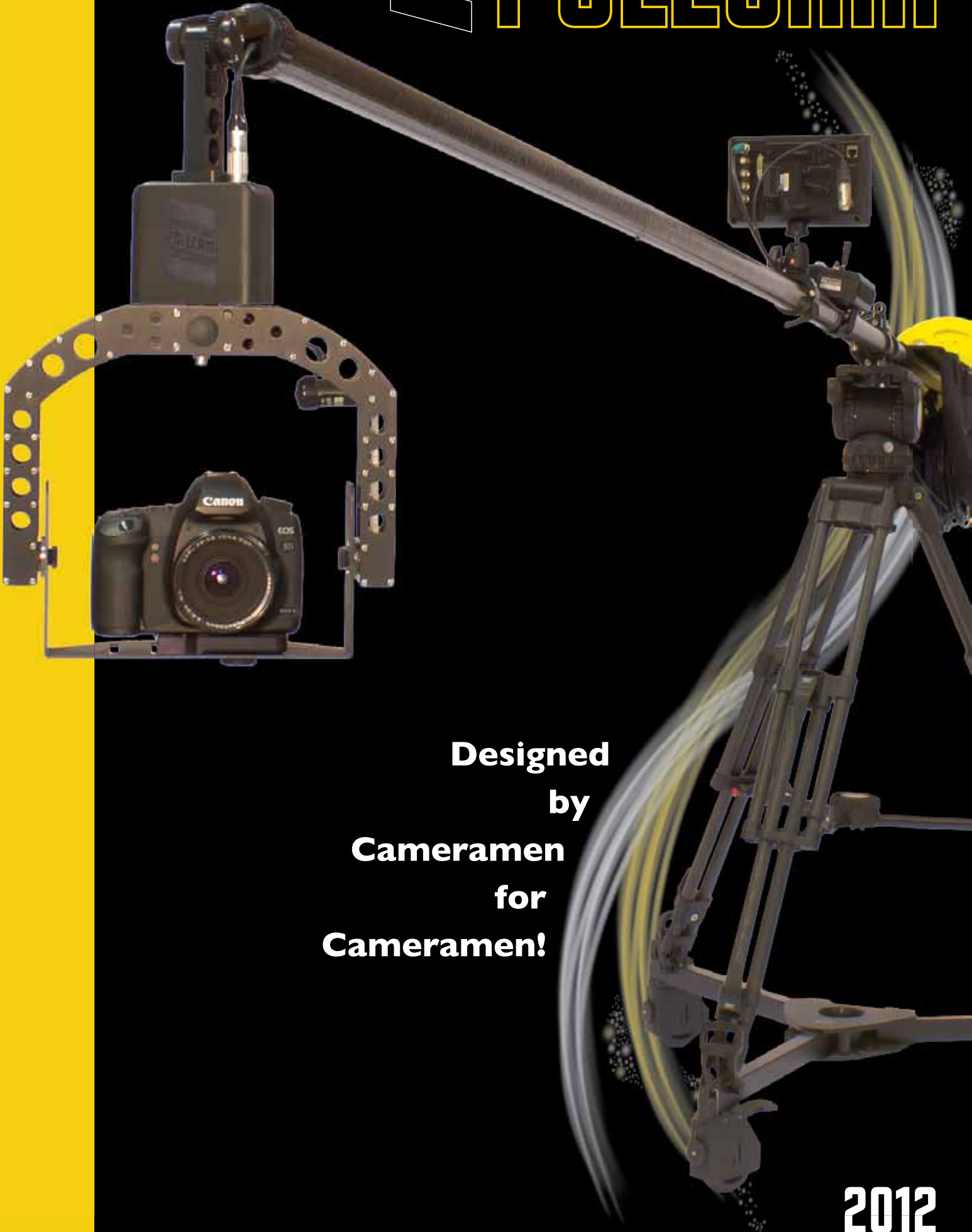




POLECAM



**Designed
by
Cameramen
for
Cameramen!**

2012

V2.1



Introduction

Polecam is a wonderfully simple piece of professional camera equipment; if you want that 'Hollywood' look from your shoot then look no further!

Our single-operator cranes are used by broadcasters and film makers for everything from nature documentaries to extreme sports coverage.

The full Polecam rig delivers the production values of a typical jib but it's far less bulky – in fact it can squeeze into some pretty tight spots. It's also an easy to use and lightweight system.

The entry-level Starter Pack is perfect for anyone using a DSLR who wants that professional quality for their productions; the Polecam system lets you build a camera crane that suits your needs perfectly.

Whether you're shooting a high-end wedding or filming Frozen Planet, a corporate film about fork-lift trucks or winter sports, Polecam gives you professional-quality crane shots with all the flexibility of a super-lightweight, portable rig.

The pictures in this brochure are all genuine Polecam in action shots, no library images here!



Want sweeping crane shots?

Got to squeeze into a tight spot or get shots from multiple positions?

Then Polecam's your kit! Oh, and did we mention, it's rather good value for money too?

What you'll get from your Polecam is professional quality crane shots but without the need for a bulky crane we're not naming names.

So you want to de-rig and set up somewhere down the road for a better shot but the director's breathing down your neck? No problem – because our system is no-fuss and super lightweight, you can de-rig in a jiffy.

And did we mention portability? With Polecam you'll be able to hop on a chair lift up mountains, rig on top of a Land Cruiser on safari or sneak into the control room of a busy transport terminal – think of a tricky location and we've been there and got the T-shirt, cleaned the car with it and thrown it away!

And don't go thinking we're a one-trick pony – we offer a range of rig options with precision controlled pan and tilt heads in full HD. That's your 2D, 3D, underwater or DSLR options sorted then.

So how do we know you'll be a happy camper when you pitch up with your Polecam on a job? Because our products are designed by cameramen for cameramen!

Polecam Camera Cranes





Managing Director and long-time cameraman Steffan Hewitt developed the idea for Polecam on location in Hawaii for a windsurfing commercial. Some people have all the luck!

Steffan had to improvise with a carbon-fibre windsurfing pole to get some close wide-angle front sequences from a tracking boat during the shoot and the prototype Polecam was born.

Back in the UK, in 1998 he launched the Polecam crane – a lightweight, portable go-anywhere rig with a remote joystick and high-precision pan and tilt head.

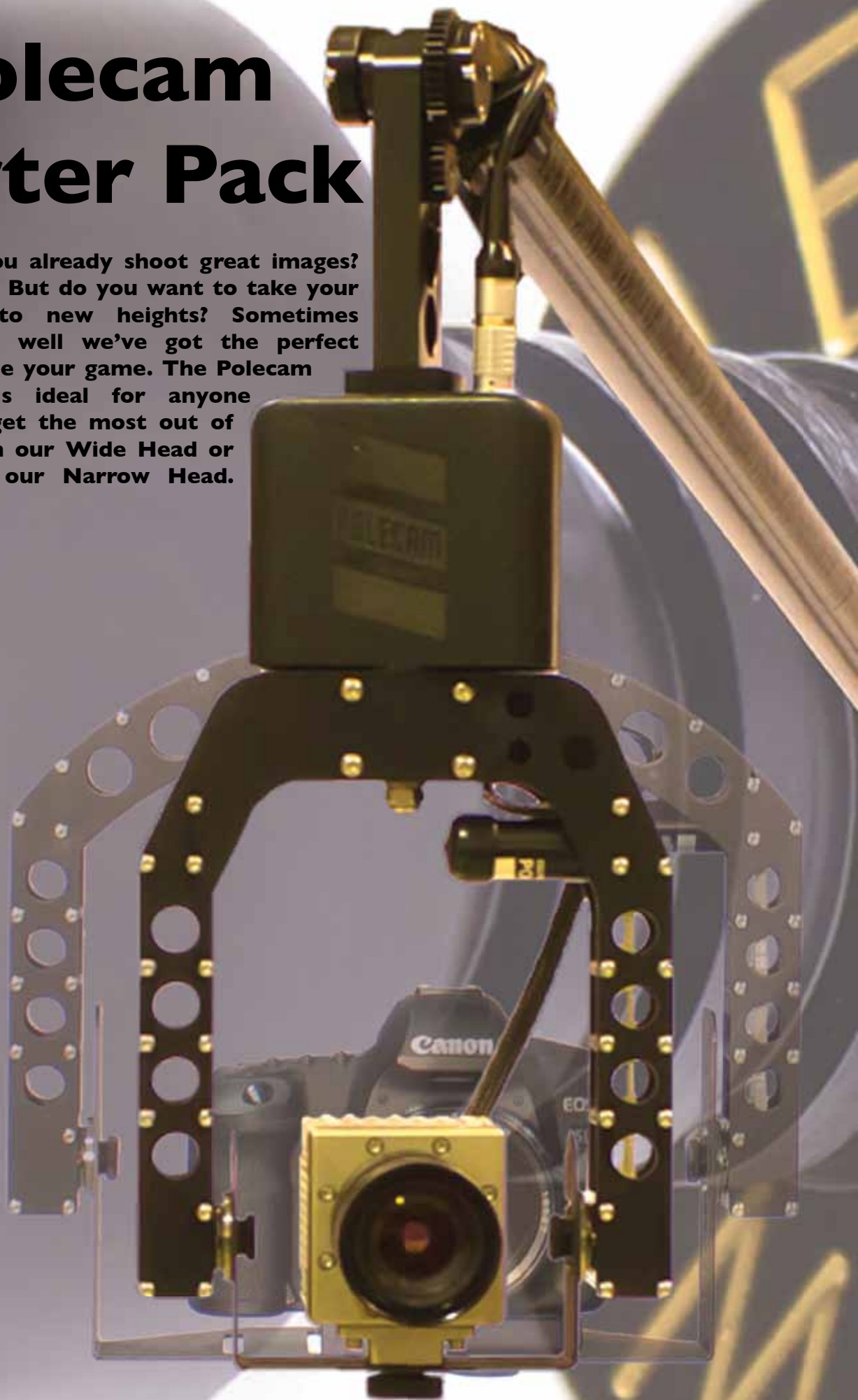
But we haven't rested on our laurels at Polecam HQ. You'll often find Steffan on location road testing the very latest kit, most recently on a Hollywood horror movie, shot almost entirely on Polecam in 3D.

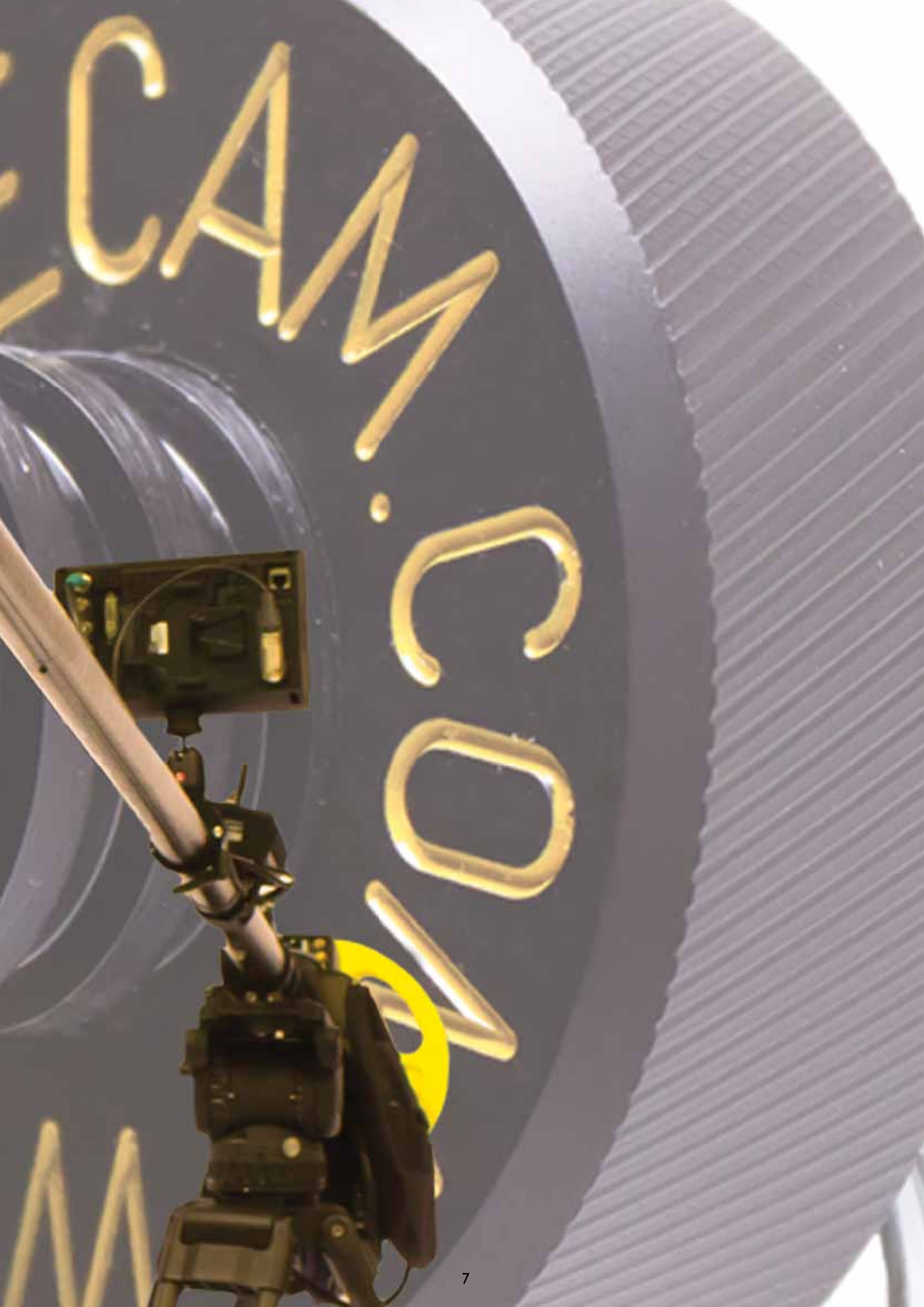
We constantly work to offer you more choice and fine-tune the kit. We're good listeners and we take feedback from our owner-operators seriously.

So whether you want to go to extremes like Steffan, shooting in the Arctic or operating theatres for medical TV or you need to up your game with your DSLR, we know you'll love our kit as much as we do!

Polecam Starter Pack

So you think you already shoot great images? We believe you! But do you want to take your image-making to new heights? Sometimes quite literally... well we've got the perfect crane kit to raise your game. The Polecam Starter Pack is ideal for anyone who wants to get the most out of their DSLR with our Wide Head or Minicams with our Narrow Head.

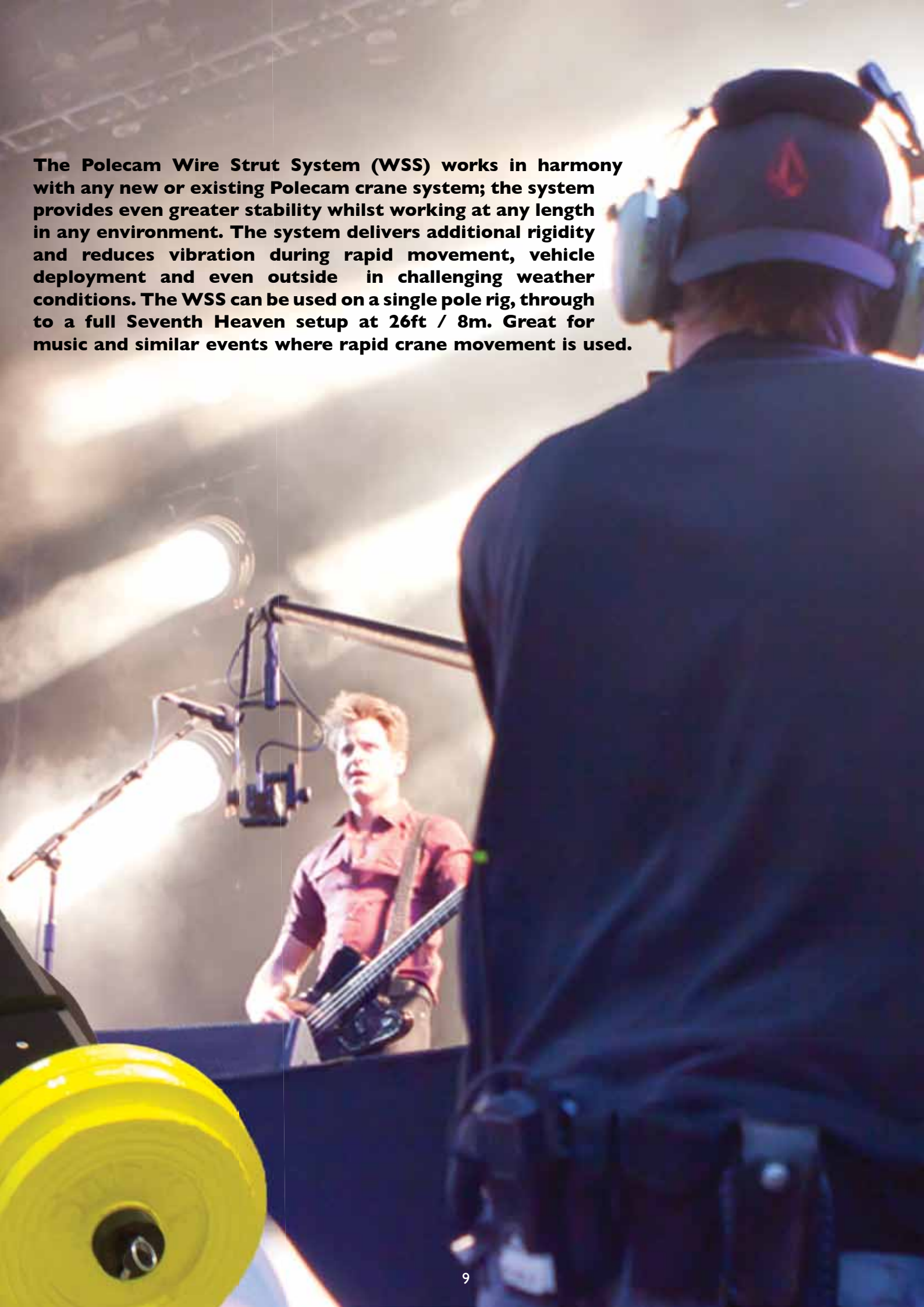




Wire Strut System



The Polecam Wire Strut System (WSS) works in harmony with any new or existing Polecam crane system; the system provides even greater stability whilst working at any length in any environment. The system delivers additional rigidity and reduces vibration during rapid movement, vehicle deployment and even outside in challenging weather conditions. The WSS can be used on a single pole rig, through to a full Seventh Heaven setup at 26ft / 8m. Great for music and similar events where rapid crane movement is used.



Fish Face

FishFace has featured at the last three Olympics both Summer & Winter and it will be there alongside the all new 3D FishFace for the 2012 London Games. FishFace has also featured strongly at World Championship swimming competitions over the last decade.









Specialist Cameras / 3D

Polecam has a wealth of expertise in 3D and can recommend a variety of solutions including specialist cameras from the likes of Indiecam, Toshiba, IDT's high speed cameras and Camera Corps.

Polecam design and build easy to use 3D mounting plates and underwater housings.

Toshiba

Q. Why do we and our customers rate Toshiba ?

A. They work straight out of the box, first time!

We use Toshiba's innovative cameras in our work – that's why we're happy recommending them to you.

Polecam is one of Toshiba's largest European broadcast dealers and we sell and service its excellent range of HD cameras.

The Toshiba range we offer includes:

- **1/3" 3 CCD split head 1080i HDSDI cameras**
- **1/3" single chip CMOS HD cameras**
- **1/6" 'Lipstick' SD cameras and lenses**





Recorders & Monitors

There are many recorders on the market with new ones coming out all the time. The choice will depend on what you need in terms of capacity, quality, portability and media type.

Ask us about the latest kit, we will always recommend a solution for your project.



RCP

Remote Control Panel MKIV

What can we say about the Polecam Universal RCP? Well, our latest version will give you comprehensive control of many different makes and models of video camera.

Up to six cameras of different makes and models can be controlled from a single panel. How's that for the power-hungry among you?



GoalCam

Want to score top marks for your sports coverage? Polecam's GoalCam can help you win plaudits.

We provided Toshiba cameras to Camera Corps for coverage of the 2010 World Cup in South Africa – and our kit was right at the heart of the action capturing Frank Lampard's disallowed goal against Germany, seen by 26 million worldwide.

Thinking big for stadium-sized shots?

Our clever Polecam engineers have come up with a specially modified Toshiba IK-HRIS camera and 5 megapixel fish-eye lens system which gives a 170° panoramic / fish-eye view of an entire room, stadium or event.



The camera is upside down due to the special rectilinear lens, very convenient!



Lenses

We don't just sell poles. No, really. Polecam offers a versatile range of lenses from a variety of manufacturers – so we can give you the best price and performance for your needs.

LED Light

Designed to fit on the lens of small cameras like the Toshiba items used on Polecam rigs the MicroWhite LED ring light has 20 bright white LEDs providing superb illumination in the tightest of situations.



Covers & Cases

If you have a Polecam Starter Pack in a cardboard box the supplied foam insert drops conveniently into a Peli 1770.

The Polecam Full Rig is supplied with purpose built soft bags, great for day to day use but not enough protection for third party transportation. That is where our SKB Transit Cases come in; the Polecam rigs fit straight in and provide superb protection.

Fly around the world with peace of mind that your kit is fully protected.





Dealer Stamp



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