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Media Release

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Panavision expands with acquisition of leading Australian HD Camera provider Broadcam

Panavision Australia, the leader in the rental of camera systems for the production of films, television and commercials, has acquired Broadcam, one of Australia's leading digital rental companies. The acquisition of Broadcam will expand Panavision Australia in the area of digital rental equipment.

"This is another step forward in Panavision's strategy of diversifying our local rental business into the growing HD requirements of our clients. It provides us with a complete and leading inventory of film and digital cameras and the service and support that Panavision is famous for delivering" said Martin Cayzer, Managing Director Panavision Australia.

With the addition of Broadcam, the range of equipment available from Panavision will now include: Panavision Genesis®™ Super 35 Digital Cinematography Camera System, Sony F900R, Panasonic Varicam, Viper FilmStream™, Zeiss DigiPrime® and Panavision Primo® Digital Lenses.

Bob Beitcher, CEO and President of Panavision, added that " Along with the acquisition of Plus 8 Digital in North America, bringing Broadcam into the Panavision family reflects our continued significant investment in third party and proprietary HD gear, including our own Genesis ®™ camera. It further demonstrates our global commitment to new capture formats and our clients that use them."

"The staff at Broadcam and I are very flattered that Panavision Australia have chosen Broadcam as the right company to merge with" said Andrew Timlin, Managing Director of Broadcam. "It's been a fantastic last 13 years for us and now we're looking forward to this next exciting phase of our company as part of Panavision".

Panavision Asia Pacific has operated in Australia for more than 40 years, it has the largest range of film and digital equipment in the region and together with the lighting, remote crane, audio and sales divisions can service productions of any size in any location. Offices in Sydney, Melbourne and Queensland as well as a network of agents across the Asia Pacific region employ over 100 staff. Recent credits include Fools Gold, Where the Wild Things Are, Ghost Rider, Charlottes Web, Superman Returns, Stealth, Peter Pan, Scooby Doo, The Matrix Revolutions, the Matrix Reloaded, Moulin Rouge, Farscape, Star Wars: Episode II and Mission: Impossible II

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