

## SURVIVING "SURVIVOR"

One of Polecam's most challenging assignments was for the high profile Reality TV programme, "Survivor". The UK show meant Polecam and its operator Lammo spent 8 weeks on a desert island in Borneo. As Lammo explains,

"Working on a desert island means working in an uncontrollable environment where only a small amount of planning can be done. An operator getting the best shots and footage is dependent on the ability to respond at a moments notice. If a snake appears or the boat lands in the wrong place, you need to get to it quickly. Because Polecam is lightweight and can be worn in a harness, you can simply walk to the next location and stand a better chance of getting those extra surprise shots.

"Because I could just 'pick up the rig and go' we were able to film in various locations rather than being confined to one. In the first episode the contestants are seen jumping off the 'Survivor Ship' and I was to crane up out of the water and fly over their heads. I rigged Polecam on shore and then climbed into a small boat to take me out to the 'Ship'. I



eventually found myself hanging off the side at a 45° angle held on by two karabiners swinging a 12ft rig - not something I find myself doing everyday. This could not have been done with any other crane unless you built a platform of some type. At one stage of the filming I found myself standing on a rock in the middle of the South China Sea. I had a guy to hold the camera head and we held the rig over our heads, counterweights and all, and stated wading out to sea. By the time we reached the rock we were chest high in water so I climbed up and clipped the rig into the harness and off I went. The

benefits of Polecam however are not confined to location work, being able to pack a crane into just two bags with a combined carrying weight of just 35kg (77lb) also makes it an ideal piece of kit to travel with.



## GALLERY



Broadcast Concept – Germany  
Promotion for their customer Porsche.



NAB 2002 – on the stand  
with our Chinese distributor  
Charles Wong from DPS.



Canadian operator Alex Postowoi filming 'No Boundaries'.



Thanks to all of you who have been sending us your pictures. Please do keep sending them, its nice to hear and see what everybody is doing.



## News Latest

10, Sunbeam Rd, Woburn Road Industrial Estate, Kempston, Bedford MK42 7BY, England  
Tel: +44 (0)1234 855222 Fax: +44 (0) 1234 855270 info@polecam.com

### POLECAM LAUNCH UNIVERSAL RCP



Polecam, the award winning camera crane creators, are now launching a universal Remote Control Camera Panel. There has been an increasing demand from both operators and engineers especially, for full remote control of Polecam and its various cameras. Primarily developed to address these needs the panel has been designed to work with most of the 3CCD remote head cameras. The universal RCP, when equipped with the appropriate protocols, can fully control Hitachi, Toshiba and Panasonic cameras. Total control is

given of all engineering functions including colour balance, master pedestal, gain and detail.

The RCP also gives control of zoom, focus and iris by external control of the lens motors via a small interface box provided. An ENG lens version will be available shortly. If this is not enough already, it also has red AND green tally lights. The panel has been designed to be operator friendly with the addition of a traditional push button preview. This allows Polecam to integrate easily into any OB or multi-camera set-up.

Alongside the panel, which is retailing at approximately £2,400, Polecam have a selection of new lenses, remote heads and underwater solutions as well as Camplex, a full multiplexing solution. All these innovations are working to present Polecam as a complete turn-key system.

Summer 2002- Broadcast Asia Edition V..03

### SUCCESS AT NAB 2002

All at Polecam would like to thank everybody for their help and support at NAB 2002.

After signing Camplex as distributors for North America, Canada and Mexico we accepted their kind invitation and joined them on their stand for the week.

Our position in the new hall made sure we had plenty of traffic and lots of interest. However, this could have had something to do with the free luggage tags being handed out by the Camplex crew!

Apart from the last day which, as expected, was rather subdued, we were extremely busy for the duration of the show and had lots of genuinely interested people visiting the stand and trying out the Polecam. The help of Polecam owners and operators Mark Lynch, Boyd Anderson and John Rose was greatly appreciated as it allowed us at least one minute to catch our breath. Thanks guys you were a great help with the demonstrations and it was really good to catch up.

The only down point of the show was having things stolen off our stand. We arrived in on opening morning to find our female mannequin in a state of embarrassment. Someone had stolen her wig! They had stolen her wig and the cigarette wedged in her fingers, but left her fake Gucci shades. No, the glasses weren't real and admittedly they had red lenses but were they really that bad that they were the only things left behind? Lets just say the poor girl had to wear a balaclava all week and she'd just had her hair done specially for the show! We did see a few men walking around with suspect hair pieces but none of us were brave enough to confront them!

All in all we had a very successful show and once again we'd like to say what a pleasure it was to work with you all and we look forward to a re-run in 2003.



The Camplex and Polecam team on the stand at NAB 2002

## NEW UNDERWATER "DIVE BAG"

After the success of their underwater head at Sydney 2000, Polecam have developed a solution to give the same underwater capabilities but without the time and effort of using a specialist underwater head. Most of the time clients just want to dip under the surface a few centimetres and therefore do not want something that takes an hour to rig and needs a full service afterwards (due to 17 'O' rings). This all takes time and money.

The "Dive Bag" slips easily over the camera and head giving a fully submersible Polecam in a matter of minutes. Developed in conjunction with "Scubacam", it is made from a 'Frosty Natural PVC'. Unlike ordinary PVC this does not stick or cling to itself.



The "Dive Bag" was used on the Polecam to film sharks and turtles feeding at Bournemouth Oceanarium. Mark Sharman, who was producing and directing, had initially thought about putting the cameraman in the water with an underwater camera. It was decided that this would probably be too obtrusive and disturb the inhabitants. The Oceanarium was also open to the general public at the time so it was also imperative their experience was not affected by a large crane obscuring their access or view. Polecam achieved some magnificent shots just centimetres from the sharks and turtles without disturbing them or their environment. In fact the turtles seemed very intrigued with their new playmate, swimming up and around the lens. Our only panic was when the shark thought it was his food! Luckily the "Dive Bag" is made from a strong enough material to escape unscathed.

Due to its specialist design and materials, the bag is very lightweight and allows full pan and tilt movement without any drag or resistance. It is fully retro-fitable to all standard Polecams and has a UK RRP of £399.



## **QVC** PUT POLECAM IN THEIR SHOPPING BASKET

Multi - million dollar home shopping channel QVC have now installed a first Polecam in their studios in Philadelphia. The channel, which operates 24 -7, needed a reliable quality crane for their busy studios. Although they use a Jimmy Jib in the larger studios, some of the sets are quite small and restrictive and this is where Polecam comes into the equation.

Polecam is lightweight and portable making it able to move quickly between the various sets. This versatility works well alongside the larger cranes and goes a long way to increasing that ever important production value. QVC also need the ability to relocate outside at short notice and the rig can very easily be disconnected and wheeled out of the door.

Health and safety are now major requirements in everyday production. The addition of the 125% elbow allows access to the smallest of studios and enables the operator not only to fly over the heads of an audience safely but also to clear the heads of the studio camera crew. The size and weight of Polecam means you can get a camera crane in places you could not have done before.

## NEWS IN BRIEF

● **'ACE' SOUTH AFRICAN DISTRIBUTOR**  
Airborne Camera Experts have just been signed as the exclusive Polecam distributors in South Africa. Based in Johannesburg, ACE are traditionally involved with all aspects of aerial photography and have many major clients. Polecam and its accessories are available for both hire and purchase through ACE and they can also provide experienced, fully trained operators. Please see [www.polecam.com](http://www.polecam.com) for all distributor/operator details.

● **'NO BOUNDARIES'** - is an outdoor adventure reality series following a group of 15 participants as they brave the elements on a trek across some of North America's most rugged and majestic terrain - British Columbia and the Canadian Yukon. Canadian operator Alex Postowoi spent five weeks with the teams filming their attempts to complete a number of different events - things like white water rafting or repelling into a canyon. Alex says, "I had five swell weeks operating the Polecam and got some great material which of course would otherwise not be possible in those shooting situations any other way".

## NEW OWNERS and OPERATORS

CHRISTOPH RITTER - Mallorca+Germany (Owner)

EAGLE ROAD STUDIOS - England (Owner)

RIKSGYMNASIUM SYD - Sweden (Owner)

BOYD ANDERSON - N.W Coast. USA (Operator)



'Wallace' and Boyd looking for 'Gromit' ! ??

● **'BRITAINS STRONGEST MAN'** Polecam owner John Gillan joined the 'Worlds Strongest Man' team last September, for an exhausting time of filming muscle men pushing trucks, lifting canon balls and throwing logs around. BBC Director Will Clough enthuses,



"It was very good to have good kit used to its obvious capability. I was pleased with the results, which have I felt stamped a different, original feel and look to the shows coverage of the events. As the edit progressed we were even happier. I was very pleased to see how well the pictures matched the other cameras output. Mini cameras are often doubted for their technical quality but the results say much for the camera set-up. John and his Polecam were a real asset to have around." Will has hired John and his rig again for 'Britain's Strongest Man' to be filmed in Wales in May 2002.

● **NEW 'DAMPED' HEAD** We have now finished the development of our MK 1V head. The clevis is made of aluminium and has a solid bar through the drop arm, which runs on a pair of sealed bearings that are then heavily slowed by a damper. This gives greater stability to the head and allows all-round quicker movement whilst maintaining a smooth fluid shot. The improvements mean the tension screw has also been removed. Attachment to the rig is now easier via a screw clamping to the outside of the carbon fibre. This has eliminated the need of the "O" ring, which has sometimes been difficult to insert.



## Launch new TOSHIBA TU61/62/63 SDI CCD MINIATURE COLOUR CAMERA

OpTex, the exclusive distributors in the UK, are now supplying to Polecam the IKTU61 remote head 3-chip mini-cam available with half inch and third inch chip blocks. These are a replacement to the old TU48P camera (for those in NTSC countries this is now the IKTU51 replacing the TU40A).

The main advantages are that the cameras are now fitted with IT Ex-view™ HAD chips. These give the camera greater dynamic range and highlight handling as well as increased engineering access on the menu.

To the layman, what does this mean? In simple terms the problems of flare and smearing experienced on the old camera are now almost eliminated. The improved chips give the camera a two-stop increase on exposure and engineers can match your pictures, with more accuracy, to other cameras.

To further enhance the versatility of the system, OpTex can now offer an upgrade to the IKTU-61 enabling SDI-OUT facility in addition to the standard Composite, S-Video and RGB/YUV outputs.

To improve matters further Polecam and OpTex have also made available a remote



control panel that allows remote access to all camera functions (duplex or simplex), mechanical iris control as well as a tally light system. All in all Polecam keeps getting better and better.

## ANOTHER TOP THEATRE PERFORMANCE

Corin Group, one of the world's leading orthopaedic manufacturers, used Polecam for the first time at the beginning of the year to film a hip-resurfacing procedure. As with any operating theatre the major concerns are for unobtrusive cameras and crews. Group Marketing Manager Iain Dunbar found Polecam was the ideal solution to the specific problems he had been facing.

"Filming orthopaedic procedures can often be difficult. The overhead cameras are somewhat restrictive as they are fixed to a narrow field of view and for our needs we have to see the whole leg, hip or knee. The point of interest changes throughout the procedure. The main focus might be the actual hip and joint but we have to move to a wider shot to see how the leg is positioned and the instrumentation being used. This calls for the camera to ideally be at the foot of the patient and then move to the front of the leg."

The camera also had to be dressed with a camera drape making it possible to move in and out of the sterile area. This meant being able to get under the Lamina Flow unit but still be clearing the heads of the Theatre staff and Surgeons. The Polecam elbow joint meant the camera was able to achieve this and still get right into the action. Corin were running a 'Live' two-way operation seminar and Iain felt the Polecam combined with the overhead camera could be the key to a successful meeting.

The seminar was held over two days, starting at Solihull hospital for a knee replacement and the following day at Warwickshire Nuffield for a hip resurfacing.



Attended by international surgeons from as far a field as China, America and Israel, it was crucial the meeting was a success. The picture and sound quality were very important and the 3CCD miniature camera mounted on the Polecam ensured full broadcast quality pictures were being fed to the lecture theatre.

Using a combination of Polecam on a projector screen and the overhead camera on a plasma screen, the guest surgeons were able to see every aspect of the procedure and the two-way feed meant they had the ability to communicate easily with the theatre. Polecam's versatility meant the guests saw everything from an extreme close-up of the hip to a wide shot of the whole leg being flexed. It was even able to dip in and out of the lamina flow unit following the surgeon to the instrument trolley and showing the new joint being prepped and demonstrated. Polecam's 3 x miniature zoom lens gave that little bit extra and so was still able to get a good quality close up when needed, this was particularly useful when filming the knee procedure.

"The two days were a complete success," says Iain Dunbar "our guest surgeons travelled a long way to see the new procedure and our new prosthesis and I am happy to say they were all very impressed - a number of them told me that this was the best live coverage of an operation they had ever seen. The live seminars have many aspects that could go wrong, from the patient being ill to the links going down, so it is a challenging time. I am happy to say the results from Polecam were outstanding. The versatility and the shots were fantastic, better than anything I have had access to before. I think this is a great step forward with medical filming and I will definitely be using Polecam again".

