

PRESS

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## Band Pro showcases the new Sony F35 at NAB

Press Release Band Pro Munich GmbH 09-2008, page 1/2, April 9, 2008

MUNICH, Germany, April 9<sup>th</sup>, 2008 --- Band Pro Munich, the renowned distributor of professional HD video and camera equipment, exhibits at NAB 2008 in Las Vegas. Band Pro will be introducing the brand-new Film-Style Digital Cinematography Camera, the Sony F35. Additionally, the phenomenal ZEISS product line for Digital Cinematography, consisting of various lenses of the DigiPrime<sup>®</sup>Family, DigiZoom<sup>™</sup> 6-24mm and DigiZoom<sup>™</sup> 17-112mm, a set of Diopters<sup>™</sup> (+1 and + 2) and a DigiMutar<sup>™</sup> 1.4X will be showcased.

Each year, the global community of media professionals converges at the NAB Show; this year Band Pro will be in Hall SU1320. The company co-exhibits with it's US-American headquarter Band Pro Burbank, which plays an exceptional role in the worldwide film and TV industry ever since 1979.

“With the new F35, Sony brings together the advantages of digital cinematography with film-style operability. The F-35 is designed to extend Sony’s CineAlta line up; it will not replace the F23; both will address distinct production environments and will comfortably co-exist together,” states managing director Gerhard Baier of Band Pro Munich. The new F35, which complements the F23 by offering a new Super 35mm-sized CCD sensor and PL lens mount, has been designed for cinematographers who have a perennial passion for 35mm film lenses. The F35’s newly developed Super 35mm-sized CCD sensor provides breathtaking picture quality, an extensive range of depth-of-field-controls, extended dynamic range compared to the F23 and F23-equivalent wide color gamut. The PL lens mount of the F35 allows flexible use fo the vast majority of 35mm cinema lenses, which greatly expands creative possibilities for users. Like the F23, the F35 is also designed to record on to an HDCAM SR recorder, which can be docked directly on to the back or top of the camera, or connected remotely via cable. The entire Sony CineAlta range now represents a spectrum of solutions to meet every acquisition, production and professional display need.

“The NAB show has always served as incubator for excellence and has continually lead the everchanging broadcasting industry over the last eight decades. For many professionals involved with electronic media, attending the NAB Show is an annual part of their schedule. The show offers attendees the chance to have questions answered on the technology and policy,“ states Gerhard Baier, managing director of Band Pro Munich. “We take pride in bringing the newest technology to professional filmmakers & videographers from all over the world - offering the highest level of knowledge and expertise combined with the finest equipment and accessories available. Our close alliance with Sony and ZEISS, puts us in the forefront of the newest developments in digital cinema. Consequently, we have been and continue to be the most comprehensive resource for HD equipment and technical information. We help cinematographers to manage the whole digital workflow and are committed to push the breakthrough of HD technology as the production format of the present and the future,“ explains Mr. Baier Band Pro’s mission.

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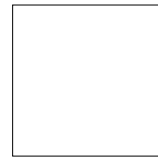
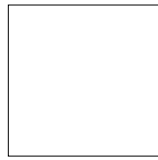
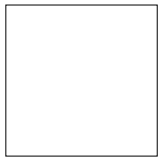
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Besides managing director Gerhard Baier, HD experts Hendrik Vogt, Hendrik Voss and Nicole Frick, all longtime experienced in international film business, will host this year's attendees for Band Pro Munich.

### **About Band Pro Munich GmbH:**

Band Pro stands for experience and competence in High Definition and digital cinematography. The company's goal is to establish High Definition and digital cinematography as an independant medium.

Founded in 2002 as European subsidiary of Band Pro Film & Digital Inc. USA, Band Pro Munich has grown rapidly from a ZEISS DigiPrime© distributor to a high end full service company. Band Pro Munich combines many years of experience with state-of-the-art digital cinematography. Almost no other company has a comparable wealth of knowledge in the practical application of HD equipment. The company accompanies their clients during the whole HD workflow - from equipment selection to postproduction.

**Sales, support and seminars** are the philosophy of the Band Pro group. The close alliance with Zeiss and Sony guarantees Band Pro early availability of the latest developments in digital cinematography. Band Pro Munich organizes certified HD seminars as well as practice oriented workshops in cooperation with the German Society of Cinematographers and Nordmedia. The company also acts as a partner in the production process of HD productions for cinema, TV, image, industry, and commercial productions.

Please visit [www.bandpro.de](http://www.bandpro.de) for further information.

**Attached picture features Gerhard Baier, Managing Director, Band Pro Munich.**

<sup>1</sup>Foto: Christoph Vohler Photographie GmbH.