

NEWSRELEASE

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For Immediate Release

Toshiba Imaging's IK-HR1S Hi-Def Camera Used to Capture Nik Wallenda's Historic Tightrope Walk over Niagara Falls

- Aerial Video Systems (Burbank, CA) selected by ABC TV to coordinate and capture video and audio communication for the 3-hour primetime event.

July 16, 2012 Toshiba Imaging (www.toshibacameras.com), a leader in high definition (HD) color video imaging, provided the point-of-view (POV) camera for Nik Wallenda's successful, record-breaking tightrope walk over Niagara Falls on June 15, 2012. The tiny IK-HR1S high-def imager captured the sensational footage from the balance bar of the internationally-acclaimed tightrope artist during the 1,850-foot trek.

The one-piece HD camera was waterproofed and mounted on the balance pole by Aerial Video Systems (AVS-www.aerialvideo.com), the company contracted by ABC to provide all the audio and visual communications for the historic event.

According to Randy Hermes, founder and president of AVS, "The miniature IK-HR1S camera from Toshiba Imaging was the ideal choice for mounting on the balance bar because of its ultra-compact, 1-piece body that delivers superb color reproduction, HD resolution, and little or no motion artifacts. The camera was cabled to a customized "fanny" pack containing a mini-HD microwave transmitter and battery. We were delighted with the results - the camera and transmitter delivered the stunning shots I was looking for of Nik's footwork on the wire with the raging waters of Niagara Falls below."



For more information on the historic Niagara Falls tightrope walk and details about Aerial Video Systems, please go to: www.aerialvideo.com. Additional information on Toshiba Imaging's camera suite of high-definition cameras for broadcast, industrial, scientific, and military imaging applications, please visit www.toshibacameras.com.

ABOUT THE COMPANIES:

Toshiba Imaging Systems Division (Irvine, CA) is world renowned for its ultra compact, superior color and contrast, high definition (HD) 3CCD cameras. More affordable CMOS hi-def video systems are also available and both camera suites are accompanied by Toshiba's legendary and comprehensive tech support. More information about the advanced video imaging technology, high definition, low-light, high resolution color video cameras and Toshiba's remote head cameras is available at www.toshibacameras.com.

Aerial Video Systems (AVS) – Founded in 1981 and located in Burbank, California, AVS has become one of the broadcast industry's leading suppliers of aerial camera platforms, point-of-view cameras, microwave systems, and HD wireless video. AVS has earned seven technical Emmys for creating unique applications for state-of-the-art equipment, allowing broadcasters to offer new perspectives that put viewers right in the middle of the action. For more information, visit AVS at www.aerialvideo.com or call (818) 954-8842.

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