

NEWS RELEASE

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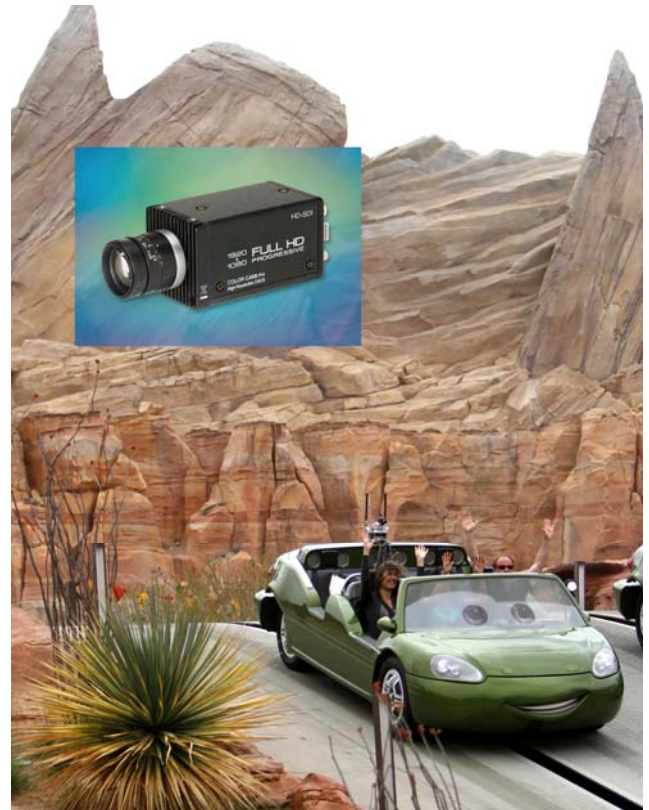
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For Immediate Release

Toshiba Imaging's Compact IK-HR1S One-Piece, Hi-Def Cameras Used at Disney California Adventure's "Carsland" Media Day

- Aerial Video Systems (Burbank, CA) coordinated audio/visual communications for "Carsland" Media Day event

July 23, 2012 - Irvine, CA – Toshiba Imaging (www.toshibacameras.com), a leader in high definition (HD) color video imaging, was chosen by Aerial Video Systems (AVS - www.aerialvideo.com) to provide six small, one-piece, point-of-view (POV) cameras for a recent media event. Over 150 media outlets were invited to preview Disney California Adventure's "Carsland", the newest and latest attraction which was five years in the making. Aerial Video Systems was asked to coordinate all audio/visual communications for broadcast purposes from a variety of locations at the California Adventure venue. AVS equipped three of the 'Radiator Springs Racers' ride vehicles with two compact Toshiba IK-HR1S cameras each, in order to capture reactions from the broadcast media participants. The tiny cameras were mounted on the cars to capture the action and the point-of-view reaction shots of the media guests riding in the cars. The images were transmitted live via microwave to AVS' broadcast truck where they were recorded, then presented to the respective networks to be broadcast later in their news reports.



Aerial Video Systems' president Randy Hermes notes, "Toshiba's tiny POV HD camera had all the elements we required for this big media event. After careful deliberation, we selected Toshiba's single-body IK-HR1S camera for its broadcast compatibility, high-definition imaging, low-light and high-speed capabilities as well as its superior color fidelity."

For more information about AVS, please go to: www.aerialvideo.com. To learn more about Toshiba Imaging's family of high-definition 3-chip and CMOS video cameras, 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 – www.aerialvideo.com) – 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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