

Cinemoves and PV Labs Announce Strategic Partnership

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Cinemoves and Pictorvision are pleased to announce an exciting new partnership aimed at supplying the highest performing stabilized remote camera heads to the cinematography market. Pictorvision; known for its Academy Award[®] winning *Eclipse*[®], is a wholly owned subsidiary of PV Labs Inc. a technology leader in aerial imaging systems and known for its patented Gen-V stabilization technology. Cinemoves is a leading supplier of camera cranes, stabilized heads, customized camera movement solutions, and developer of the Oculus[®] stabilized 4-axis gimbal, a Cine Gear Expo 2015 Technical Achievement award-winner. Together, they hope to reap the benefits of combining PV Lab's powerful design and development capabilities with Cinemoves global reach and name recognition to bring highly advanced imaging solutions to the cinematographic field.

"It's the ultimate win-win-win," says Scott Howell, president of Cinemoves. "Through this partnership, Cinemoves gains access to the most advanced image stabilization available, PV Labs Inc. gets ready-made worldwide service support and distribution. Furthermore, production companies get true "one-stop shopping" with a name that they know and trust. Imagine one vendor who supplies your camera crane, mobile platform, drone, stabilized aerial heads, and stabilized ground based heads. To say I'm excited would be a major understatement. "

"Cinemoves and Pictorvision share a passion for camera movement and a vision of what aerial cinematography can become," says Mark Chamberlain, CEO of PV Labs. "We want to enable cinematographers to get any shot they can imagine by blowing through current equipment limitations with new ideas and products. We see Cinemoves as a powerful development partner, providing the experience and feedback to help guide our R & D. We also love Cinemoves existing market penetration and how well our own equipment dovetails with their current offerings."

The partnership is already well underway, with Cinemoves currently offering the *Eclipse*, the *XR* and *Drones* to the entertainment field. “One of the first steps we will take is to disperse the Eclipse inventory amongst our various locations including Atlanta and NYC” Adds Scott. Cinemoves will take delivery of multiple units of the much-anticipated *mini-Eclipse* starting in early 2016. Stay tuned for further updates.

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