



## **FOR IMMEDIATE RELEASE**

### **GENESIS CAMERA EARNS 2008 TECHNICAL ACHIEVEMENT AWARD FROM SOCIETY OF CAMERA OPERATORS**

#### **Award Focuses on Design and Development of Panavision's Premier Digital Camera System**

January 31, 2008—Woodland Hills, Calif. — The Society of Camera Operators (SOC) has given Panavision Inc. a Technical Achievement Award, their highest technology award, for the design and development of the Genesis® Digital Camera System.

The society's awards ceremony will be held on Saturday, February 16 at the Academy of Television Arts and Sciences in North Hollywood, Calif. Panavision Executive Vice President Joe Dunton will also be honored by the society with its Lifetime Achievement Award (see separate release).

One of the motion picture industry's most sophisticated cameras, the Genesis system enables cinematographers to shoot in the digital realm with no compromises on depth of field, portability, sensitivity, or dynamic range or color. Genesis was designed to operate with the same proven controls, lenses and accessories as the company's industry-leading film cameras.

To date, Genesis has shot more features, television and commercials than all other single-chip digital cinema cameras combined.

"An award from the Society of Camera operators for our Genesis system

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is a most meaningful honor to us at Panavision,” said Bob Beitcher, Panavision president and CEO. “Camera operators understand best of all how important ergonomics, good flexible design, and reliability are to a positive and productive on-set experience, so to be recognized by the SOC is a very gratifying moment for us. We are grateful to the SOC for their celebration of our outstanding digital camera system.”

Nominations for these awards are submitted by the entire membership of the Society.

### **About the Society of Camera Operators**

A non-profit charitable organization, the SOC has advanced the art and creative contributions of the camera operator in the motion picture and television industries since its inception in 1978. The Society brings industry leaders and cinematic artists into the closest confederation.

### **About Panavision**

Founded in 1954, Panavision Inc. is a leading designer and manufacturer of high-precision camera systems, comprising of film and digital cameras, lenses and accessories for the motion picture and television industries. Panavision systems are rented through its domestic and international owned and operated facilities and distributor network. Panavision also supplies lighting, grip and crane equipment for use by motion picture and television productions.

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