



## VITEC IMAGING SOLUTIONS CELEBRATES 2 TIPA AND 7 RED DOT AWARDS THANKS TO INVESTMENTS ON 5 INNOVATION HUBS

- At TIPA 2019 Awards, Manfrotto's made in Italy Befree GT Carbon was named "Best travel tripod"; and California-based Lowepro's Whistler BP450 AW II won "Best photo bag"
- 7 Red Dot Awards 2019 were assigned to VIS power brands JOBY, Gitzo, Syrp and Manfrotto, which outperformed the competition for fine quality, innovation and cutting-edge design

Melbourne Australia, April 2<sup>nd</sup>, 2019 – Vitec Imaging Solutions, world leader in photography, videography, imaging equipment and accessories, received **2 TIPA Awards**, the prize for utmost product excellence in the imaging world, and **7 Red Dot Awards**, the international recognition for product design. Through continuous investments in R&D across its innovation hubs in Italy, California, China, UK and New Zealand, Vitec Imaging Solutions put **innovation** at the core of its **competitive strategy**.

**Manfrotto** Befree GT Carbon was named **Best travel tripod** by the TIPA 2019 jurors, and **Lowepro** Whistler BP450 AW II is TIPA 2019's **Best photo bag**. The Red Dot were assigned to **JOBY** Telepod Mobile and GorillaPod Video Pro 5K, **Syrp** Magic Carpet Pro and Genie II: dedicated to content creators and experienced **videographers**; and to Manfrotto Pro Light Reloader Spin-55 and Befree GT Carbon α, which, together with Gitzo Mini Traveler, are proudly **designed and manufactured in Italy**. The **7 Red Dot** and the **2 TIPA Awards** confirm the company's commitment to offering increasingly innovative products with impeccable design, **in line with** the evolving **camera manufacturing markets** and exceeding the expectations of the growing community of **content creators, videographers** and **image makers**.

### THE 2 WINNING PRODUCTS AT TIPA AWARDS 2019

#### Manfrotto Befree GT Carbon

For professional photographers on the go, a tripod that is solid, portable, and lightweight with easy setup and operation is essential. Capable of handling gear up to 10kg, this travel tripod is a lightweight 1.5 kg with a closed length of 43 cm and a fully extended height of 162 cm. The Befree GT is kitted out with Manfrotto's 496 Centre ball head for precise camera movement flexibility.

#### Lowepro Whistler BP450 AW II

This sturdy backpack is designed to carry professional photographic gear, plus functional outdoor gear such as skis and alpine essentials. The use of 420 Nylon Ripstop with a dual laminate provides abrasion and tear resistance plus waterproofing and an all-weather cover. The bag provides top and body side access for DSLRs, a wide interior space for up to three lenses and laptop.

## THE 7 PRODUCTS PRAISED WITH THE RED DOT DESIGN AWARD 2019

### **JOBY Telepod Mobile**

JOBY Telepod Mobile is perfect for vlogging, selfies and more, securely holding small 360 cams, phones and phones with 360 camera attachment. It includes JOBY Impulse Bluetooth® remote shutter, and works with multiple mounts including JOBY GripTight ONE (included), or any 1/4"-20 device under 325 g. It allows multiple configurations and can be used as handgrip, monopod, elevated stand or telescopic tripod.

### **JOBY GorillaPod 5K Video Pro**

GorillaPod 5K legs are paired with a solid fluid video head to enable today's storytellers to create professional grade videos from unlimited angles. The GorillaPod Video head's fluidity on pan & tilt is perfect for camera video work, using DSLR and CSC cameras weighing up to 4 kg. It includes an additional arm for mounting accessories (e.g. LED Lights) and features JOBY Impulse Bluetooth® remote shutter.

### **Manfrotto Pro Light Reloader Spin-55**

It is the perfect companion of professional travelling photographers working with DSLR and premium CSC, as it fits international carry-on sizes. The external hardside is made of polycarbonate material and the internal EVA moulded tray ensures lightweight and protection. Spin-55 features 4 spinner double wheels and comes with an internal organized removable pouch with CPS interchangeable dividers that can be used as photo compartment or removed to use the trolley as normal travel luggage, making it the market's first professional roller bag which can be converted into an everyday suitcase.

### **Manfrotto Befree GT α**

This professional travel tripod kit is dedicated to all Sony α camera users. The plate of its 496 head is designed to match Sony α7 and Sony α9 camera bodies. It physically blocks the camera, preventing any play both on tilt and rotational movements, always keeping the camera stuck to the head plate, which is fully compatible with Manfrotto RC2 and Arca-swiss style head attachments. The result: impressive camera stability even in the most angled camera shots, which takes image sharpness to the highest level.

### **Gitzo Mini Traveler**

Dedicated to professional photographers and promising amateurs who use mirrorless or DSLR cameras with small lenses, Gitzo Mini Traveler's performance is the highest in terms of minimum footprint, for low angle shots, for backstage pictures and when placing secondary cameras. Made of the highest performing carbon fibre, its legs weigh only 117g, making it the lightest carbon fibre tripod on the market, and are engineered with a brand new (patent pending) Pull & Fix leg angle selector system, featuring two leg angles for maximum flexibility. The strong and dependable head supports up to 3 kg in fully splayed configuration.

### **Syrp Magic Carpet Pro**

Dedicated to professional videographers, Magic Carpet Pro produces supremely smooth tracking moves with heavier camera loads of up to 32kg, for a professional, fluid and supremely stable slider experience. Magic Carpet Pro brings with it the tool-less set up of the original Magic Carpet with the added benefits of an integrated Flywheel, a patent-pending Quick Release System and the ability to connect multiple Tracks together for longer tracking movements.



## Syrp Genie II

Genie II is a new era of motion control. Its two independently used modules, Linear and Pan Tilt create the ultimate 3-Axis motion control tool. Pan & Tilt is a 2-Axis system allowing you to combine full 180° degrees Tilt and 360° degrees Pan movements. This will allow filmmakers and photographers to make their dream shots a reality and something that traditional 'L bracket' design doesn't allow for. When shooting interviews or anything that requires keeping the noise down to a minimum, Genie II Linear is the motion controller of choice, and can be set in time-lapse mode for linear motion time-lapse and video mode for smooth motion video.

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## Vitec Imaging Solutions

Vitec Imaging Solutions is a division of the Vitec Group, a global provider of products and services for the broadcasting and imaging market. Vitec Imaging Solutions designs, manufactures and distributes high performance, premium branded products, which enable the capture and sharing of exceptional images. With a portfolio that includes nine premium brands - Manfrotto, JOBY, Lowepro, Gitzo, Syrp, Rycote, Lastolite, Avenger, Colorama - Vitec Imaging Solutions is the world's leading provider of accessories for the imaging market.