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Grass Valley's LDK 8300 3X Live Super Slow-Motion HD Camera System Wins 2010 Technical and Engineering Emmy Award

Paris, France/Nevada City, Calif., November 08, 2010 — Reaffirming its extensive history of innovation in both standard and high-definition camera technologies, The National Academy of Television Arts & Sciences (NATAS) has bestowed its coveted 2010 Technical & Engineering Emmy® Award to **Grass Valley™** for the design and implementation of its LDK 8300 HD Live Super SloMo Camera System. The LDK 8300 captures full resolution HD images, natively, in multiple HD formats and high frame rates to produce the highest quality slow-motion effects possible.

This Emmy will be awarded at the 2011 CES Show in Las Vegas, for HD Super Slo-motion System for Acquisition, Recording and Playback for Broadcast Entertainment and Sports Production, bringing the total count of "Technical Emmy" Awards won by Grass Valley to 17.

Since its introduction in 2008, the LDK 8300 HD Live Super SloMo Camera System has been used extensively by major broadcasters and mobile production companies at such major sporting events as the 2008 Summer Olympics in Beijing, 2010 Winter Olympics in Vancouver, the 2010 World Cup in South Africa, and currently for "Monday Night Football" telecasts on ESPN in the US. The camera system is also the de facto standard for HD Live Super SloMo in Europe.

"The Grass Valley LDK 8300 is unique in its ability to deliver extremely high-quality images at multiple frame rates, allowing it to be used as a standard HD camera and for captivating slow motion effects at 2x or 3x speed," said Jeff Rosica, Senior Vice President of Grass Valley. "This latest recognition by NATAS is a testament to our engineering team in Breda, The Netherlands and countless others who have made the LDK 8300 such a resounding success within the global production community. We set the standard in 3x Super Slow-Motion in SD with our LDK 23 camera system and now we've set a new standard in HD with the LDK 8300."

The LDK 8300 Super SloMo camera system offers a number of unique features, such as: the ability to operate at 1x, 2x, 3x (selectable) speeds and native 1080i and 720p acquisition. Thanks to Grass Valley's exclusive AnyLight™ flicker reduction, which compensates for flicker caused by artificial lighting the LDK 8300 offers the best picture quality under all circumstances. It also offers superior image reproduction, colorimetry, and video processing and perfectly matches with the regular LDK HD cameras in a multi-camera production. Grass Valley's participation in the European Union's industry driven EUREKA program Medea+ was key to developing some of the core technologies that have made these cameras so competitive in the broadcast market.

A Proud History in Slow-Motion

For more than 10 years Grass Valley has been a pioneer in the development of slow-motion camera systems for live sports and entertainment productions. Among the milestones:

1998: Introduction of LDK 23HS - Changed slow-motion requirements in sport productions.

2000: Introduction of LDK 23HS mkII - Set the standard for Live Super Slow-Motion in SD.

2004: Introduction of LDK 6200 - First HD Slow-Motion camera on the market.

2008: Introduction of LDK 8300 - Established a new standard for Live Super Slow-Motion in HD.

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About Grass Valley

With a rich history serving the broadcast and professional video industries, the Grass Valley name is synonymous with innovation, leadership, and performance. With a full range of products and services supporting many of the world's most high-profile television events, Grass Valley offers the most comprehensive portfolio of flexible and cost-effective digital technologies and systems available. Customers deploying Grass Valley solutions include most of the world's leading broadcast and teleproduction facilities, independent video professionals, as well as emerging content creators and distributors providing broadband, telecommunications, and transmission services. When you're watching news, sports, or entertainment programming, whether on a TV, the Web, or a mobile phone, you're watching Grass Valley at work.

For information about Grass Valley products, please visit www.grassvalley.com.

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