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**FOR IMMEDIATE RELEASE**

## **AWARD TO RECOGNIZE SCIENCE & ENGINEERING CONTRIBUTION TO THE MOTION PICTURE INDUSTRY**

**Toronto, Canada – January 6, 2012** – PV Labs Inc., a leader in high-end image acquisition and analytics, is pleased to announce that The Academy of Motion Picture Arts and Sciences® will honour the science and engineering accomplishment ***for the concept, design and implementation of the Pictorvision Eclipse, an electronically stabilized aerial camera platform.***

Michael Lewis (of PV Labs), Greg Marsden (of L-3 Wescam), Raigo Alas (PV Labs Contractor) and Mike Vellekoop (of PV Labs), will be honoured for their engineering advancement of gyro stabilized aerial platform, specifically designed for the motion picture industry. Pictorvision (a wholly-owned subsidiary of PV Labs Inc.) launched the Eclipse in the summer of 2008, ***enabling cinematographers to capture aerial footage at faster flying speeds with aggressive platform maneuvering.*** The Pictorvision Eclipse represents a revolutionary milestone in the advancement of aerial camera platforms by incorporating a GPS system and proprietary XR Motion Management technology to offer unique steering, pointing and tracking capabilities. This advanced control system results in the ability to capture creative shots not obtainable with any other system. The Eclipse platform also offers double the camera payload volume, allowing Directors the versatility in camera and lens choices (i.e. 3D, IMAX), and is ready to integrate any new emerging technologies.

The Eclipse is the latest in a long line of imaging innovations to come out of the high-tech community in Hamilton, Ontario. The underlying 'XR' technology began development at Wescam under the leadership of President & CEO Mark Chamberlain. Wescam was sold to L-3 Communications in 2002, and two years later Wescam's 'Entertainment Group', including rights to the XR technology, was spun out to form a new entertainment centric company – Pictorvision (now called PV Labs at the Corporate level). The Eclipse not only represents the first product under the new brand, but is also the most recent advancement the industry has seen in almost two decades. Popularity of the system by world renowned Directors has driven up demand, and Eclipse systems are now in use throughout the world.

Today, PV Labs is one of the fastest growing companies in Canada and employs 85 people working on some of the world's most advanced visual imaging projects. Under the leadership of Ty Shattuck, President and CEO, the launch of the Eclipse has projected the company to market leader positioning. The Eclipse's spectacular images can be seen on blockbuster movies such as The Twilight Saga, Clash of the Titans, Rise of the Planet of the Apes, and upcoming movies including The Amazing Spider-Man and The Dark Knight Rises. "Collaborating with industry innovators and users, our design team developed a product that unlocks a whole new level of motion picture artist capability" said Ty Shattuck. "We are so very proud that the Academy has honoured the accomplishments of this design team. I think it is fantastic that the designers and Engineers behind the magic of Hollywood are recognized," he added.



### **ABOUT THE ACADEMY**

The Academy of Motion Picture Arts and Sciences is the world's preeminent movie-related organization, with a membership of more than 6,000 of the most accomplished men and women working in cinema. In addition to the annual Academy Awards – in which the members vote to select the nominees and winners – the Academy presents a diverse year-round slate of public programs, exhibitions and events; provides financial support to a wide range of other movie-related organizations and endeavors; acts as a neutral advocate in the advancement of motion picture technology; and, through its Margaret Herrick Library and Academy Film Archive, collects, preserves, restores and provides access to movies and items related to their history. Through these and other activities the Academy serves students, historians, the entertainment industry and people everywhere who love movies.

The Scientific and Engineering Award will be presented to Michael Lewis, Mike Vellekoop, Raigo Alas and Greg Marsden at the Academy's Scientific and Technical Awards ceremony in Beverly Hills on February 11, 2012.

### **About PV Labs**

PV Labs Inc. designs, develops, provisions and commercializes vision-based information technology solutions for the security & surveillance, industrial, infrastructure and entertainment market sectors. PV Labs' products transform visual data into valuable and actionable information. PV Labs Corporate Office is located at the McMaster University Innovation Park in Hamilton, Ontario, Canada and Pictorvision is headquartered in Van Nuys, California, US.

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