



NEWS RELEASE

CODEx DIGITAL SHIPS FIRST PORTABLE RECORDERS

The Camera Rental Company immediately deploys Codex Portable on full-length feature

IBC 2008, Sept 12th 2008, Stand 11.B58 – Codex Digital (www.codexdigital.com), specialist in high-resolution media recording and workflow systems, today announced that it is now shipping the first production-ready units of its award-winning Portable recording system for broadcast and digital motion pictures. The first customer, The Camera Rental Company (www.kameraudlejningen.dk) of Copenhagen, Denmark, will immediately deploy its Portable recorder on the full-length digital feature film *No Plans for Love*.

The multiple award-winning Portable enables tapeless workflow on broadcast and digital motion picture productions, and can record anything from SD video to 4K data, at cinema quality. It can be carried on an operator's shoulder, or secured to dollies and cranes, and gives camera crews the freedom to move around a set, or a location, with enormous recording capacity.

The Portable can capture up to five continuous hours of 2K cinema footage, or ten hours of high-end HD broadcast material – plus audio and metadata. Recordings are made onto robust, removable diskpacks. When shooting is done, the Portable offloads material much faster than real-time – typically three to five times faster, or better – either directly into post production or via the diskpack to a Codex Transfer Station.

The Camera Rental Company, which has been a leading supplier of camera, light and grip equipment for 25 years, has purchased a Codex Portable for use on broadcast, commercials and feature film projects. It will immediately deploy its Portable, in conjunction with a Codex Transfer station and Recorder, on the Danish feature *No Plans for Love*, which begins principal photography for seven weeks on September 15th. The film is directed by Lasse Spang Olsen, with cinematography by Jens Schlosser DP. The Codex workflow will handle the 4:4:4 output of an ARRIFELX D-21 camera, and provide editing and viewing files for the production team during the shoot.

The Camera Rental Company, which worked with Codex Digital on extensive vibration testing, will also employ its Portable on a helicopter that is used for broadcast news-gathering, as well as aerial cinematography on commercials and features. The Portable will record the 4:4:4 1080p/output of a Sony 1500 HD camera fitted inside a giro-stabilised gimble on the helicopter.

“There have been other approaches made towards making high-quality workflow systems for professionals, but Codex is by far the best,” said Thomas Kristensen, founder of The Camera Rental Company. “This is our first venture into high-end digital cameras and workflow, and the Portable met the high quality-level our customers expect of our company. We are now getting a lot of interest in the Portable from clients across broadcast and advertising, as well as digital feature films, and expect it to be a very popular item.”

“We developed our Portable with a non-nonsense, no-holes-barred approach for digital cinematography and streamlined camera-to-post workflow,” said Paul Bamborough, a co-founder of Codex Digital. “The ways in which Camera Rental Company will use the Portable are exactly what we designed it to do.”

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About Codex Digital:

Codex Digital is headquartered in Soho, London, from where it designs and manufactures high-end digital equipment for motion picture and broadcast production. Products include: award-winning high-resolution media recorders, which capture moving images from the new generation of digital motion picture cameras, at up to 4K uncompressed resolution; plus a range of high-performance media management stations to manage the entire workflow of a digital production from set to post production. With the introduction of the Codex Portable, On-Camera, Transfer & Back Up Stations and Lab systems, the company is setting new standards for end-to-end production workflow. For more information please visit www.codexdigital.com.

Editor's Note:

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