



# SACHTLER BASIC PRESS PACK

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# **SACHTLER, CAMERA DYNAMICS GMBH**

## **Sachtler, Camera Dynamics GmbH**

Sachtler, founded in 1958 by cameraman Wendelin Sachtler, is the worldwide market leader for professional camera support systems for cinematography and television production, its name a symbol of top quality and reliability for decades. With an extensive range of camera support systems as well as a finely modulated product line of reportage luminaires and fluorescent lighting, Sachtler is the highly qualified partner for cameramen, film and TV studios. In 2008 the Sachtler brand is celebrating its 50th anniversary. With its numerous workshops and training sessions, the Wendelin Sachtler Academy has become a top address worldwide for invaluable know-how and the exchange of information, creating the ideal international platform for creative talents.

For further information, see: [www.sachtler.com](http://www.sachtler.com)

Along with five other leading brands in the broadcast industry, Sachtler is part of Camera Dynamics Ltd, a Vitec Group company.

## **About The Vitec Group plc**

The Vitec Group plc is acknowledged as a global leader in the supply of equipment and services to the broadcasting, entertainment and photographic industries and has established a reputation for technical excellence and superior engineering along with an astute business strategy which has seen it grow by acquisition. Innovation is a cornerstone of the Group's activities and the organisation is committed to a policy of continuous product development. With revenues (2007) of £274m (\$545m) and over 2200 employees world-wide, its products are distributed in almost 100 countries, through a strong, fully-resourced distribution network or direct to the end user or corporate customer.

More information can be found at: [www.vitecgroup.com](http://www.vitecgroup.com)

**PRESS RELEASE  
SACHTLER CELEBRATES ITS 50<sup>TH</sup>  
ANNIVERSARY**

# **The American dream in Schwabing**

**ECHING, 2008 – As a pioneer in the field of camera support he contributed much to the process of pictures becoming “movies”. In 1958, Wendelin Sachtler, cameraman, actor and inventor, developed his own tripod head, a turning point for the filming industry. His so-called gyro head could not only be panned and tilted but was also dampened by a gyro-system – so now film-makers were finally able to execute smooth pans without having to fight against their equipment gaining momentum.**

## **Sachtler’s brainchild**

For half a century now camera teams from all over the world have been “on the road” with Sachtler equipment and trust in the products’ technical know-how, robustness and reliability, marked with the distinctive S. Today, one cannot know if Wendelin Sachtler was aware of the fact that by inventing the gyro head he had laid the foundation for an internationally successful enterprise. However, the fact is that he believed in his products’ success and, together with a growing number of constructing engineers, he went about developing more products in his Schwabing workshop - with enthusiasm, ambition and remarkable persistence. Feedback for his first invention was very positive: everybody wanted to have the new head, Sachtler took up mass production.

## **An outgoing person**

What was the key to his success? Right from the start Wendelin Sachtler wanted the distinctive “S” to be a trademark, not just another logo, recognised for innovation and quality. But Wendelin Sachtler was also a step ahead of the rest, not only taking into account what a cameraman expected from his equipment every day – robustness, reliability and perfection. He was also guided by his own experience as a cameraman and the comments he received from those who used his

products.

### **An inventive mind**

To this day Wendelin Sachtler's inventive mind is the foundation on which the philosophy of the company is based. Still, Sachtler is a trendsetter when it comes to development, as has been proven by the recently launched for the artemis ACT 2 Carbon spring arm: for the first time carbon fibre is used for a spring arm. These Sachtler inventions are legendary: the Touch & Go® camera plate (1974), the panorama head 7 + 7 with seven-stage dampening and counterbalance (1978) as well as the Speedbalance technology for fast and easy balancing. The latest product from the Sachtler think tank: SOOM – a multifunctional camera support tool.

By now Sachtler is part of the Vitec Group plc., a group which consolidates products, services and solutions for the broadcast, entertainment and media industry. The ability to look ahead and make real use of feedback from professionals working in the field is now inherent at Sachtler.

**For further information, please visit: [www.sachtler.com](http://www.sachtler.com)**

# **PRESS RELEASE SACHTLER, CAMERA DYNAMICS GMBH**

## **Directors' Cut**

**ECHING – It was while working on the set that cameraman Wendelin Sachtler hit on the idea of developing a tripod that could cope with the problems of the equipment then in use. In the fifties, he started to construct his own tripod head that could not only be panned and tilted, but also had gyroscopic damping. Now, at last with the new damping system, the camera could be smoothly panned.**

This gyro head proved so popular with his fellow-cameramen that Wendelin Sachtler soon found himself producing gyro heads in series. That was the start of the Sachtler company, today a name synonymous with top quality in the film and video sector, constantly meeting the requirements of camera teams. Today, the daily TV news is Sachtler's best advertising: "There is probably no TV station or location in the world where tripods, camera stabilizing systems or reporter lighting from the biggest international manufacturer of professional camera support are not in use", emphasises Roger Wilson, Managing Director at Camera Dynamics.

### **The recipe for success: in tune with the times**

As a professional cameraman, Wendelin Sachtler kept tuned to his customers' needs in the years that followed, producing the first hydraulic heads with lubricated oil systems in 1967. In the same year, Sachtler also launched its Touch & Go® system, now standard worldwide. This automatically locks the camera after it has been placed in position, so that all the settings remain unchanged when it is removed again. "The secret of Sachtler's success has always been our customer-orientated thinking and acting", says Jürgen Sommer, Director of Brand Development. "We spot new trends and take action ahead of our competitors – that lets us strengthen and expand Sachtler's strong world-market position in the fields of camera support and lighting".

## **Fluid technology**

Continuous developments in camera and lens technology spurred on Sachtler's designers to make more and more innovations. In 1977, Sachtler's legendary sealed damping system was awarded a patent. This system, while very simple, was way ahead of its time, with a completely sealed modular damping system that made it immune to external influences. First four, then seven and today nine damping stages work horizontally and vertically for complete reliability, so that every camera pan or tilt can be reproduced exactly at any time.

## **Camera support**

With the advent of electronic cameras, Sachtler was one of the first to recognise the urgent need to build light, mobile camera support systems. In 1978, great market attention was attracted by the introduction of the first ultra-light carbon fiber tripod. By the eighties, the bulk of Sachtler's turnover was coming from the video industry, with many camera teams converting from 16 mm to electronic cameras for news reporting. In 1985, Sachtler launched the world's first portable light pedestal. Sachtler's lightweight construction had the invaluable advantage of being mobile, even with heavy cameras, thus ensuring smooth camera movement. In 1992, Sachtler was awarded the "technical Oscar" by the Academy of Motion Picture Arts and Sciences. Further advantages of the Sachtler fluid heads are their repeat accuracy and the so-called Speedbalance which allows for a quick setting of damping and counterbalance. Likewise the tried and tested Touch & Go® mechanism is integrated into the complete fluid head series: a fitted camera plate is inserted into the head from above and securely locked, thus making additional moves unnecessary. Another device making everyday shooting easier is the sideload mechanism. This was first used by the film industry and is now available at Sachtler - even for small heads. Since 2007 further innovations have enhanced the camera support range. A trailblazing innovation in the field of camera support, the flexible camera support tool SOOM stands first among equals.

## **Reporter lighting**

Although today's electronic cameras feature greatly increased sensitivity, no ENG team can do without an additional light source. Fill-in lights are needed quite frequently to help guests look their best, especially during interviews. For this purpose Sachtler offers a smart range of reporter lighting available as daylight or tungsten versions, either mains or battery operated. In 2007 Sachtler entered a

new lighting field and launched the Reporter 8LED, the new on-camera light, that deploys all advantages of the LED lighting technology.

### **Camera stabilizing systems**

A new direction was taken in 2000: together with two experienced operators, Sachtler took a decisive step forward. The artemis series which currently consists of 6 rigs, represents an important source of know-how for the company. Consistent co-operation with experienced camera support system users opens another area of new potential. By striving for high-level products Sachtler has proven its ability for innovation time and again. Sachtler is the only producer able to supply a complete modular series capable of expansion at any time. The artemis EFP Pro is also unique, being the only camera stabilizing system that can handle 1.5 GHz, making it a real HD system. The DV Pro systems – DV Pro FX and DV Pro MD – are Sachtler's reaction to the latest developments in the HD sector. They have been purpose-built for the new generation of professional MiniDV and (H)DV cameras and thus are a favourable means of producing precise, fast and multi-faceted pictures.

The ACT 2 represents the next generation of the artemis range. The focus here is on maximum flexibility and user benefit as well as on modern materials and solutions. This in 2007 resulted in Sachtler's presenting the first carbon fiber update for the artemis ACT 2 spring arm and the new artemis ACT 2 vest, individually adjustable due to state-of-the-art materials and pads that can be positioned freely.

### **Made in Germany: the Wendelin Sachtler Academy**

In 2005, the Wendelin Sachtler Academy moved into premises at the company's Eching site near Munich. For years, Sachtler had been running training courses and workshops for customers, business partners and staff worldwide. Originally intended as a service facility for clients and business partners, the Wendelin Sachtler Academy has taken on the task of establishing new key areas when working with training establishments, and promoting the transfer of knowledge and experience between producers and users.

## **Anniversary: a tradition brand celebrates 50 years**

Ever since Wendelin Sachtler delivered his first fluid heads the Sachtler S has been standing for quality, durability and service in the field of camera support. Over the years the company has never lost its focus – for half a century the developers have co-operated closely with the users in order to guarantee ideal solutions for camera support. In the year of anniversary, 2008, the achievements of the successful company's founder and mastermind will be honoured by renaming the Sachtler Academy "Wendelin Sachtler Academy".

## **Sachtler's makers**

A staff of over 70 work at the company's new head office in Eching, in development, prototyping shop and administration. The world-famous Sachtler products – from fluid heads to tripods and stabilizing systems to reporter lighting – are produced in Costa Rica, Greece and the United Kingdom. All of Sachtler's manufacturing premises, like the head office itself, are certified to ISO 9001. The sales organization controls a worldwide distributor network, co-ordinating branches in Dubai, Los Angeles, Milan, Moscow, New York, Beijing, Singapore und Tokyo.

# **PRESS RELEASE SACHTLER: FOR COMPLETE CAMERA SUPPORT SYSTEMS**

## **Expertise on the set**

**ECHING – Sachtler, the world’s leading supplier of equipment for the film and TV business, presents its complete range of camera support systems. At the heart of this product range are the so-called fluid heads. These tripod heads can be adjusted individually for any camera. Together with the matching tripods, stabilizing systems and camera cranes, they provide the best-possible stability in operation. Thanks to their intelligent, sturdy construction, all Sachtler products are extremely robust, flexible in use and easy to operate.**

Light, yet extra-stable camera support systems are a must for professional work on the set. Whether in the studio or under extreme conditions – at 40 below zero in Alaska or 60 Celsius in the Sahara (-40/+140° Fahrenheit) – the camera must be as flexible as possible in use, so that even exceptional settings can be used. Stability can only be guaranteed by the perfect alignment of all components that have to work like a clock over many years of professional use.

### **Key components: fluid heads in use**

Sachtler fluid heads are absolutely reliable in use: “Extreme temperatures have no affect on how our fluid heads work or on their durability”, says Robert Zierer, Sachtler’s Product Manager ENG. “They work smoothly, contain no hydraulic oil that will gum up (resinify), and so are completely immune to external influences.” Even under exceptional conditions, the Sachtler heads are easy to use: “Camera operators no longer have to turn the fluid head back and forwards to find the point of balance, but can get a perfect setting with a finely-tuned counterbalance system”, says Zierer, explaining the niceties of the heads. Further advantages of the Sachtler fluid heads are their repeat accuracy and the so-called Speedbalance which allows for a quick setting of damping and counterbalance. Likewise the tried and tested Touch & Go® mechanism is integrated into the complete fluid head series: a fitted camera plate is inserted into the head from above and se-

curely locked, thus making additional moves unnecessary. Another device making everyday shooting easier is the sideload mechanism. This was first used by the film industry and is now available at Sachtler - even for small heads. By using this mechanism cameras can be easily mounted to the head from the side while the sliding range is extended, thus balancing even extremely front or back-heavy cameras in an ideal way.

The key figure showing the load-bearing capacity of a fluid head is the so-called center-of-gravity height (COG) of the camera assembly on the fluid head. It gives the dimension between the center of gravity of the camera and the upper level of the fluid head used. The smaller the figure, the greater the camera weight can be.

All Sachtler's fluid heads are suitable for use with high definition (HD) cameras. Some products are specially geared to the working habits of classic film camera operators, with the operating elements put in their usual places. Many proven film camera features have also been integrated for cinematography camcorders, such as an adapter for the viewfinder extension or the front box.

### **Standing steady on your own three feet**

However, a fluid head can only perform at its best when matched with a suitable tripod or pedestal. For 50 years, Sachtler tripods have proven their worth all over the world, with their no-compromise lightweight construction and extreme rigidity. Sachtler uses dural aluminium (DA) and carbon fiber (CF) for its tripods and pedestals. Both feature extreme load-bearing capacity and resistance to fracture, even under extreme conditions. Carbon fiber also has decisive advantages over the cheaper aluminium. It weighs considerably less, making it ideal for mobile use and it is more pleasant to the touch at extreme temperatures. For even greater stability, Sachtler features its HD tripods (heavy duty). The Hot Pod® gives film and TV professionals the world's fastest ENG (electronic news gathering) tripod system in carbon fiber.

### **SOOM: the reinvention of camera support**

In 2007, by presenting the SOOM, Sachtler brought a multifunctional tool for professional and semi-professional MiniDV and (H)DV users on the market. This presented a revolution in the field of camera support. A 75 mm tripod, a monopod and a baby tripod, which can also be used as a mid-level spreader for the TriPod, combine smartly to form the SOOM HiPod system. This modular design, for which further components are currently being developed, offers camerateams

maximum flexibility on a daily basis. Due to the tool's robust and lightweight design (5,8 kg / 12.7 lbs) it can be easily transported. SOOM...infinite possibilities.

### **Head and collar: the perfect connection**

The right connection for the fluid heads depends on the load to be carried. Light MiniDV cams only need a 75 mm bowl, while digital camcorders need a 100 mm bowl and heavy film and TV cameras are best placed on tripods with a 150 mm bowl. Studio pedestals and OB tripods are equipped with a flat base fitting for the appropriate fluid heads. Individual tripods may also be fitted with adaptors for other applications.

### **Stability and mobility: tripods**

Simple extending tripods usually have a twist fitting that locks the leg at the required extension in seconds. Double extension tripods with Sachtler quick clamping system are locked immediately by reversing a lever. The patented Speed Lock® clamping system is even more convenient in use with double extension tripods: both locks on the tripod's legs are released in a flash, using only one quick-action lever.

### **Pedestals: easy to manoeuvre**

Sachtler's studio pedestals make life a lot easier for camera operators. The Quickfix attachment makes for speedy head changing. The wheel positions can be seen at all times and all three wheel brakes can be operated in every position. The crab-and-steer function enables simple manoeuvring with defined rolling turns, while the surfaces are rubber-coated to push the unit with your foot. For the safety of the camera team, the trim weights for the column are coated in plastic.

### **Camera stabilizing systems: artemis – Sachtler's crossover machine**

The camera stabilizing systems in Sachtler's artemis range feature a modular system for ease of expansion. The systems are designed as so-called crossover rigs. The range thus covers all the requirements of film, TV and high definition operation. Sachtler designed the artemis EFP Pro HD SDI specially for the new generation of HD cameras with SDI interface. This rig uses a patented cable system for reliable transfer of high data levels. The artemis EFP entry-level system has been designed for use with video cameras, camcorders and 16 mm cameras and features Sachtler's widely-used Touch & Go® quick-locking system. If re-

quired, this EFP system can be upgraded to an artemis Cine HD. The artemis DV Pro systems – DV Pro MD and DV Pro FX – have been purpose-built for the generation of professional MiniDV and (H)DV cameras and offer all of the large(r) system's features. In the future, lower-priced gear will be expected to produce precise, fast and multi-faceted pictures on an everyday basis, making the DV Pro system the ideal equipment.

The ACT 2 represents the next generation of the artemis range. The focus here is on maximum flexibility and user benefit as well as on modern materials and solutions. This in 2007 resulted in Sachtler's presenting the first carbon fiber update for the artemis ACT 2 spring arm and the new artemis ACT 2 vest, individually adjustable due to state-of-the-art materials and pads that can be positioned freely – thus it can easily be used by several operators.

For detailed information, see: [www.artemis-hd.com](http://www.artemis-hd.com).

### **Co-operation is the motor behind innovation**

Sachtler has had a long tradition of co-operating closely with filmmakers in designing new products – after all, the founder was himself a cameraman. The result of various co-operative activities in the camera support area have been not just product novelties, but the revision and development of proven products. "Our philosophy is to design products that are light, sturdy and well-finished, easy to operate, with an above-average working life", emphasises Robert Zierer. The company's objective is to put a perfect instrument in the camera operators' hands, giving them a means of setting their "ideas in motion". This motto will also be carried into the company's future, with developers, retailers and service personnel ensuring that camerateams throughout the world will be able to use "their" Sachtler equipment to realise multi-faceted ideas.

# **PRESS RELEASE**

## **SACHTLER FEATURES A COMPLETE RANGE OF REPORTER LUMINAIRES**

# **Day and Night – Light for every Shot**

**ECHING – Sachtler, the world's leading supplier of equipment for the film and TV business, presents an ideally graded range of reporter luminaires for daylight and tungsten lighting, either plug-in or with rechargeable batteries, depending on the wattage and location. All are highly mobile, easy to use and completely silent in operation. Their sturdy, reliably-finished materials can be used even under extreme conditions, ensuring an above-average working life for Sachtler luminaires.**

Although the sensitivity of cameras has increased, particularly in the digital sector, additional sources of light are still indispensable. The quality of an interview or feature depends on having the best possible lighting. So Sachtler features a finely-graded range of light, sturdy reporter luminaires for daylight or tungsten light, from 8 to 1,000 watts, to meet special requirements on location. That means mobility and independence for camera teams, who can film their contributions quickly and get on the air sooner.

### **The right light for every setting**

All the luminaires in Sachtler's portfolio are easy and efficient in use, with high light output. The company uses polyphenylsulfide (PPS), a special material comparable with carbon fibre. Its low specific weight makes the luminaires extra light and resistant to pressure, shock and impact. The material is also UV-proof and exceptionally stable at extreme temperatures. These specific properties give Sachtler's camera lights an above-average working life. And thanks to their low thermal conductivity, nobody will get their fingers burnt when adjusting or removing the lighting, even after a long period of operation. Another great advantage of these high-quality lights is their silent operation.

## **Optimum light output**

Constant developments in reflectors and casings ensure that the light is directed to the point where it is needed, without any loss of intensity or irritating diffusion. Compared with similar products, the Sachtler luminaires are known and appreciated for their high light output with the same power input. Even under extremes of climate, the sturdy luminaires work reliably, as they are protected against damp. Many daylight luminaires have been designed principally for use on stands, e.g. the mains-powered Reporter 1000H or the Reporter 400D daylight unit. Others, like the powerful Reporter 250H, have a carrying handle for mobile use or can be placed on the tripod or on the camera. Others are only designed as on-board light, e.g. the Reporter 75H.

## **Reporter 75H: the camera light**

The Reporter 75H is extra popular for its extreme versatility. Its secret lies in its powerbase, which can be supplied with an optional dimmer. Before shooting, the powerbase is fitted to the camera shoe and connected to the camera's rechargeable battery source, so that the camera light can also be used ad hoc. The Reporter 75H can be fitted with bulbs from 20 to 75 watts, making it extra versatile.

## **Sachtler's first LED luminaire**

The Reporter 8LED, Sachtler's newest lighting product and first-ever LED luminaire, offers the most innovative lighting technology on the market. Due to its input voltage of 6 to 24 volts it is ideal for operation with both small 7.2 volt (H)DV cameras, and commonly-used broadcast camcorders. This extremely efficient luminaire delivers light output of 250 lumens for an input power of just 8 watts.

Like all Sachtler lighting, the Reporter 8LED stands out for its robustness, compactness and flexibility. The luminaire has a length of just 80 mm / 3.15", average size of 52 x 52 mm / 2.05" and total weight of less than 400 grams / 0.9 lb. Its sealed, water resistant housing ensures that the luminaire is fit to film reports, interviews and documentaries – no matter what the weather is like. The luminaire is available as a daylight version, but can be converted to tungsten light using an exchangeable LED module. In addition, annoying, distorted shadows are avoided because the Reporter 8LED only has one LED module. Finally, the Reporter 8LED's accessory set expands the luminaire's creative potential and the number of applications for which it can be used.

**PRESS RELEASE  
DISCUSSION FORUM AND PLATFORM  
FOR KNOW-HOW TRANSFER**

# **Wendelin Sachtler Academy**

**ECHING, August 2008 – Since 2005 the Sachtler Academy has offered workshops and seminars in its' own studio in Eching, Munich. This platform for exchange of experience and knowledge has grown over the years and also offers, beyond the countries borders, a versatile workshop programme. Three years after its' opening, the academy is to be renamed, in the Sachtler anniversary year, to the "Wendelin Sachtler Academy" in honour of the company founder.**

Sachtler, a Vitec Group brand, celebrates 50 years of "ideas in motion " together with the Sachtler Academy. In context with the 50 year anniversary, the academy is to be re-named to "Wendelin Sachtler Academy". The company founder, through his work and ideas, has become godfather to the industries platform.

## **A platform for the industry**

Marion Ahrensfield, responsible for the Wendelin Sachtler Academy stated "Wendelin Sachtler was always on the search for innovative ideas and always placed value on the exchange of ideas with colleagues. Therefore, I am confident that re-naming the academy makes total sense." With Sachtler, the intensive exchange within the industry is tradition. This basic idea also led to the establishment of the Sachtler Academy. This plan is developing today a worldwide and constantly growing workshop programme with different partners. The central element of one of these workshops is the discussion of products and techniques as well as an exchange of experience.

## **Worldwide technical courses available**

Today, lecturers from different specialist areas worldwide, meet with industry beginners, professionals and ambitious amateurs, in the Echinger studio of the Wendelin Sachtler Academy. The lecturers of the academy also train those working in the media running basic courses for professional lighting and camera stabilization and more innovative workshops on the topic HDTV. Advanced training courses for advanced learners gives the participants the chance to perfect their knowledge and ability.

**Further information about the Wendelin Sachtler Academy, current meetings and workshops you will find at [www.sachtler-academy.com](http://www.sachtler-academy.com).**

### **Contact:**

Wendelin Sachtler Academy  
Camera Dynamics GmbH  
Marion Ahrensfeld  
Phone (+49) 89 321 58 224  
Email  
[marion.ahrensfeld@vitecgroup.com](mailto:marion.ahrensfeld@vitecgroup.com)

### **Press contact:**

Sommer Kommunikation  
Christine Sommer  
Phone (+49) 821 21 93 99 16  
Email  
[cs@sommer-kommunikation.de](mailto:cs@sommer-kommunikation.de)

## **PRESS CONTACT**

Sommer Kommunikation  
Christine Sommer  
Philippine-Welser-Str. 21  
86150 Augsburg  
Germany

Phone ++49 (0) 821 21 93 99-15  
Fax ++49 (0) 821 21 93 99-19  
Email [cs@sommer-kommunikation.de](mailto:cs@sommer-kommunikation.de)