



e-News

March 2009

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[Sony PDW-700 Seminar](#)[AJA IO/HD](#)[Matte Boxes & Filters](#)[Behind the Service](#)[Client Spotlight](#)[Commentary](#)[Broadcast Rentals](#)**Broadcast Rentals to host Sony Seminars**

Broadcast Rentals in Conjunction with Sony Professional Services will be hosting seminars on the Sony PDW-700 Camera. The seminars will be held at our Tempe office and will be conducted by one of Sony's camera technicians.

Date: Thursday, March 26, 2009.

Two seminars are scheduled:

3 pm and 6 pm

Please RSVP if you plan to attend.

To register for the event please contact Marcia at 480-894-1456

The PDW-700 captures stunning HD images. It features three newly developed 2/3-inch progressive Power HAD FX CCDs at 1920 x 1080 resolution. 14-bit A/D conversion and advanced digital signal processing are also used to ensure the highest picture quality. The PDW-700 records at a data rate of up to 50Mb/s using an MPEG-2 4:2:2P@HL compression technology called MPEG HD422. Learn more about the PDW-700 and attend one of our seminars. We hope to see you there.

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**Broadcast Rentals is now offering the AJA IO/HD**

The AJA IO/HD is available as a rental device or our own in-house option for clients needing to capture and transcode all SD footage and virtually all HD footage.

The AJA IO/HD can handle all formats except Dual Link HD, 4:4:4, and 2K formats. The AJA IO/HD is the only device to output ProRes 422 real time in hardware. It works in full raster, 10 bit 4:2:2. It also features up, down, and 720 to 1080 cross conversion, in real time.

The AJA IO/HD, unlike Kona cards, is a transportable device, which can be used in the field with laptops. Both analog and digital ports are offered, allowing connection to virtually every kind of video/audio peripheral —

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from the most current HD digital decks to analog legacy devices.

Connections include: 2 HD-SDI, HDMI, Component, Composite, S-video, 4 channels XLR in and out, 8 channels AES digital audio, 9 pin RS-422 control, and a Firewire 800 connector. This device can act as an I/O solution for decks and cameras without 1394 connections.



## Matte Boxes and Filters



The Chrosziel 16:9/4:3 mattebox kit for the Canon XL H1 camcorder

Matte Boxes and Filters definitely have a place in your arsenal of production tools.

A matte box replaces the lens hood on your video camera and includes adjustable fins called French flags. These French flags can be moved and adjusted to reduce unwanted lens flare caused by lights or the sun.

Another purpose of a matte box is to hold glass or plastic filters in place in front of the lens.

Some Matte Boxes are supported by two rods that run the length of the camera, while others are supported by the lens itself.

The advantage of using a matte box over screw on filters is that you can reposition the filters wherever you want over the lens- for example, a gradient ND or center spot.

For more in-depth information, [read our latest article](#), "Why Use a Matte Box?" by Rick Pease.

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## Faces Behind the Service

At Broadcast Rentals, superior service is only as good as the people who deliver it. To this end we are proud to feature team members from our Phoenix and San Diego offices.

### **Rick Pease , Phoenix office**

Rick was Born in Carbondale, Illinois. His career started with his education from Southern Illinois University where he studied cinematography. Upon his graduation, Rick moved to the Phoenix market and in the 80's, started Desert Production Center the production arm of

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KTVK, Channel 3.

As a well respected cinematographer, Rick brings a wealth of knowledge and experience to Broadcast Rentals.

According to Rick, "...Service to the customer is my primary focus. My background is with high-end productions...the thinking was that I would be a good liason with customers who have HD shoots. Everyone here has their specialties and in my case...I am available for the higher-end shoots with clients who have larger budgets, crews, etc....I speak their language. Many of the people I deal with are film people; who are not familiar with the video gear. I treat people with respect and try to educate them with the newness of the video world. I also challenge them with different ways to do things...my 30 plus years of experience is what I try to share with people."

"When I learned that Broadcast Rentals was looking for someone like myself to interface with customers on high-end shoots, I seized the opportunity. I've dealt with Broadcast Rentals for many years and know their committment to first quality service. For those high-end clients, budgets are large and everything has to go right the first time. I share my 30 plus years of knowledge and suggest alternative ways to accomplish their goals. I do not push my ideas too hard, but do try to give them advise that will hopefully help them."

"It is an exciting and strange time in the way that the video formats are changing and morphing...and the post production process is advancing dramatically. Working with Broadcast Rentals offers me the oppportunity to learn about gear that I did not have hands on experience with...learning about related support equipment and processes ...the timing was right."

Rick's favorite film: "I really do not have a favorite...it changes monthly... too many films out there that are really good."

Favorite hobbies: "Spending time with my family...my wife and I have 3 girls...who will be leaving the nest soon and I try to spend time with them as much as I can."

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## Client Spotlight

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The latest Client Spotlight from Broadcast Rentals is on Pacific Staging Company, Inc. We have known Joe Wagner, President of Pacific Staging for many years. He shares his unique approach to the planning and preproduction for live corporate events in our latest Client Spotlight.

Each "Client Spotlight" feature introduces a key customer and includes a brief bio on the company's principal(s) and the type of work they are involved in.

More on Pacific Staging is available on the Broadcast Rentals web sites:

[www.BroadcastRentalsHD.com/ClientSpotlight.html](http://www.BroadcastRentalsHD.com/ClientSpotlight.html)

or

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## Commentary ...from Oz

At Broadcast Rentals our goal is to help you make beautiful pictures. In these challenging economic times, it is important, although sometimes more difficult, to maintain the level of quality that is so vital in our industry. Clients still need that level of quality despite their increased budget constraints. We offer a wide range of video equipment that can help you meet your production or event goals within the allotted budget.

We are also always adding new gear. Join us at our upcoming seminar to hear about the newest Sony camera, the PDW-700.

Give us a call and let our team of professionals assist you with your next job: 480-894-1456, or toll free: 888-686-7368

If you have a specific piece of equipment or package that you are interested in, email me at: [OZ@BroadcastRentals.com](mailto:OZ@BroadcastRentals.com)

## Broadcast Rentals

...is one of the largest rental facilities in the Southwest, maintaining an impressive inventory of broadcast video and support equipment. Excellent

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customer service is what we are so well known for.

For a complete list of equipment; cameras, camera accessories, tripods, lenses, monitors, video tape recorders, editing packages, video accessories, switchers, prompters, projectors, grip/lighting, audio, batteries and chargers ...visit our web site: [www.BroadcastRentals.com](http://www.BroadcastRentals.com)

Broadcast Rentals is committed to HD video rentals. To visit our HD web site, [Click Here](#).

If you have any questions or comments, please send us an email or call us directly; we are always happy to hear from you.

## Oz

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