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Allied Pixel Expands its HD Equipment Base

MEDIA, PA – (September 2008) Allied Pixel has added the new Sony PMW-EX3 XDCAM EX camcorder to its lineup of camera offerings. The first media production house in the Greater Philadelphia area to offer it, this compact HD camcorder packs a powerful punch. Key features include: a tapeless workflow via SxS cards, true HD 1920x1080 resolution, variable frame rates, interchangeable lenses, genlock and timecode interfaces that allow multi-camera operation with other camcorders, and remote control via Sony RM-B150 or RM-B750 for easy set-up and control. This camera offers exceptional HD imagery for a small footprint camcorder.

According to Brian Connor, President/Video, “Bill and I have spent the last year and a half concentrating on our merger and build out of facilities. Now we can focus on refining our tool sets. The PMW-EX3 is just the first step in the expansion of HD cameras and equipment to be offered by Allied Pixel. In the coming months look for more exciting items to be added as we re-invigorate our Rental & Production departments.” Allied Pixel strives to offer clients the best available solutions in every price range. “Our goal is to have an HD camera to offer at every price point,” says Connor.

The camera is already booked to shoot a music video this month.

About Allied Pixel:

Allied Pixel is a next-generation integrated media production company that specializes in the convergence of video production, Web development and interactive multimedia production. Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. Its clients include some of America’s best known companies and institutions. Allied Pixel creates interactive Web sites, mobile applications, web and

desktop-based applications, DVDs, CD-ROMs and kiosks - all with a singular passion for its work and dedication to excellence. For more information, visit www.alliedpixel.com.

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