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Allied Pixel Adds to its HD Rentals Lineup

MEDIA, PA (May 2009) - Allied Pixel has made some new additions to its equipment roster. Now available for rental are a new **Sony PDW-F800 XDCAM HD camcorder**, a **PDW-F1600 XDCAM HD studio recorder/player**, and a **UMW-1 XDCAM ingest drive**. The new equipment represents an enhanced tapeless workflow for Allied Pixel and its clients. The camcorder writes to a blue ray disk instead of a card. That means the client can take the disk with them at the end of the shoot – no more card data wrangling required. Since the disk is already encoded there's no digitizing in post. With all these features plus the benefit of over and under-cracking in true 1920x1080 HD, this system is poised to become the new standard in production packages.

“In our Rental Division we tend to shy away from equipment we consider a fad. This gear is often the darlings of trade magazines but rarely delivers a realistic workflow. This package, however, is part of our ongoing commitment to offering a full complement of practical HD equipment solutions to our line up,” says Production Services Manager Jim Eustace. “We really love the simplicity and tapeless workflow of the XDCAM system, not to mention the stunning imagery it provides. We have been holding out for the past year waiting for a 2/3 inch CCD and 24p capacity. We now have those features plus so much more in this system.”

The equipment is scheduled for delivery in late June. This will make Allied Pixel the first in the Philadelphia market to offer the F800 XDCAM system to its clients.

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.