



FOR IMMEDIATE RELEASE

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### **New Production Gear at Allied Pixel**

MEDIA, PA (January 2013) – Allied Pixel’s Production department has added a bevy of new gear to its inventory. Brian Connor, President of Production, says “The market is diversifying in both workflow and acquisition platforms. We are meeting the changing needs of our clients by offering tools at every level and price point. And there will be more exciting additions following NAB.”

New at Allied Pixel:

#### **Cameras**

HD DSLR: Canon 5D MkIII

HD/2K Raw: Black Magic Design Cinema Camera w/ MFT mount

HD/2K/4K: Sony F55 Cine Alta

#### **Lenses**

Arri Alura 18 to 80mm zoom lens PL mount

Zeiss CP-2 Primes 15, 25, 50, 100 & 135mm available as PL or EF mounts

Canon 70-300 zoom EF mount

#### **Accessories**

Movcam rail mounted Power AB power distribution box

Alphatron Electronic viewfinder HDSDI/HDMI

Movcam Matte Box & Focus control

Various cage components from Wooden Camera

#### **Services**

In celebration of the new year of gear, we will be offering **free delivery** on all camera packages.

*About Allied Pixel:*

Allied Pixel is an integrated media production company that specializes in the convergence of video, the web and interactive multimedia. Allied Pixel brings a unique blend of technical and creative capabilities to clients across a broad range of fields. For more information, visit [www.alliedpixel.com](http://www.alliedpixel.com).

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