

A new dimension for Prestaigne Charter

Rugby fans had the opportunity to experience the RBS Six Nations Championship England v Wales match in 3D at 40 cinemas around the UK last weekend. Further to the box office success of 3D movies such as *Avatar* and *Monsters v Aliens*, mobile and broadband provider, O₂ and 3D production specialists, Inition, brought audiences a further dimension with a landmark 3D broadcast to the big screens.

Complementing side-by-side and beam-splitter 3D camera rigs from Element Technica and integrating with SIS Live's Outside Broadcast Facilities, Prestaigne Charter got close to the action by providing a 3D Steadicam-mounted radio camera. Already renowned for excelling at providing specialist cameras that deliver images wirelessly from inside the tunnel and pitch-side angles, Prestaigne Charter provided a compact solution designed to get as near to the action as possible without obscuring the stadium audience's view.

Match Producer and Inition Director, Andy Millns commented, "The touchline mobile 3D camera position was a first for the sport and one where the drama of the game really played out well for the audience in 3D"

Supplied either as a handheld camera or Steadicam set up in wireless or fibre cable configuration, Prestaigne Charter's solution offers familiar broadcast interface tools, set up and controls, plus interaxial and toe in adjustments utilising a motorised mechanism to create 3D convergence. The reduced size and weight enables the cameras to obtain those unique shots and angles, whilst the familiar set up ensures ease of use and seamless switching of facilities.

Prestaigne Charter's Chief Executive Mike Ransome commented, "We were delighted to be involved in this first for the sport and to provide a unique solution to support Inition's production. Providing products that facilitate the Director's creative vision is where we have positioned ourselves in order to support the expansion of 3D as a broadcast format".

Experience with high profile live sporting events such as Premier League football, the RBS Six Nations and others such as the Winter and Summer Olympics, has pushed Prestaigne Charter into the forefront of such high end broadcast technology. With three-dimensional technology pushing all boundaries of broadcasting facilities, Prestaigne Charter firmly places itself as one of the leading broadcast solutions companies for live sporting action.

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