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**TALAMAS BROADCAST EQUIPMENT DELIVERS STATE-OF-THE-ART
CAPABILITIES FOR CLIENTS WITH SONY XDCAM HD OPTICAL SYSTEM**

PARK RIDGE, N.J., Dec. 3, 2009 – Since its introduction, Sony's XDCAM® technology, both the standard- and high-definition versions, has become a favorite of reality television and documentary producers for its on-set flexibility, random access and editing convenience. Clients of Talamas Broadcast Equipment in Boston, Mass. are experiencing the same benefits, and the company has had great success in providing the optical disc-based technology for a wide range of production applications.

According to the company's principals, their clientele includes episodic production, reality TV, documentary and travel/adventure programming.

"Directors and DPs credit the XDCAM technology's fast recording functions and cache feature for helping to capture all those spontaneous 'must-see' reality show and documentary moments," said Dave Talamas of Talamas Broadcast Equipment. "Quickly browsing through tremendous amounts of footage that's digitized and all ready to go to the editing suite translates into time saved on location, which translates into money saved."

One Talamas client is the PBS documentary series "American Experience," which is shot on the XDCAM HD422 PDW-F800 optical disc camera.

Another client, Veriscope Pictures, recently used the XDCAM system in Siberia for a National Geographic documentary on the Tunguska meteor explosion theory. Even

though the camera's case was cracked when it accidentally fell from a helicopter during a shoot, the camera continued to operate flawlessly, Talamas reported.

Another Talamas customer, Granite Films, is currently shooting an extreme skiing video in the Antarctic Peninsula using the PDW 800.

"Shows like these are typically shooting hundreds of hours of footage, and need a workflow that allows them to easily and quickly sort through content, find the scenes or shots they want and get the show ready for air," said Ted Driscoll, HD/NLE specialist at Talamas. "What they like about the XDCAM system is its picture quality, flexibility, and in-field management of the media."

Driscoll added that many clients are choosing the XDCAM system over competitive technologies.

"One client that was considering another system was quickly convinced about XDCAM being the right choice," he said, adding the other system sent a ripple through the client's entire budget.

"The ease of the XDCAM HD workflow, especially in post, really speeds things up, allowing production teams to provide their deliverables ahead of time, and on budget," said Talamas. "It takes the pressure off and allows them to focus on the creative process rather than worrying about the technology itself."

Talamas Broadcast was founded in 1979 to serve the audio and video needs of Boston's broadcast and production industries by providing equipment rentals, sales and service. The company has since grown to meet the equipment needs of several different video production markets throughout the U.S., including education, theater, government, business and sports event production.