



Tiffen Photo Fx iPhone App

the pouch can be inflated with good ol' lung power to gently cradle the camera in a cushion of air for safe keeping in the overhead bin. Without rigid sides, the bag fits easily into the bins and provides sufficient protection for the trip.

REDROCK MICRO DSLR 2.0 HYBRID SUPPORT SYSTEM

With the Canon EOS 5D Mark II making a big splash in the videography world, the need quickly arose to manufacture support gear to get the still camera over the hurdle and into the world of motion picture production. Stepping up to the plate, Redrock Micro showed off its DSLR 2.0 Hybrid Support System, which features well crafted, smartly designed components that can be easily mixed and matched to suit the user's needs and tastes. The components include standard lens rods, matte box, shoulder mounts, handgrips and extended eye-piece, among others. All are superbly priced and infinitely configurable. What makes the Redrock stand out among the competitors is the craftsmanship, refined design and smart, easy integration.

SONY RM1000BP LANC REMOTE COMMANDER

Sony's first multifunctional LANC remote, the Commander caught the eye of several of our judges because it works across numerous camera platforms and adds unique and broad new functionality to equipment already owned by indie videographers. In addition to zoom and record start/stop, the RM1000BP allows users to control iris, gain and all camcorder menu settings. After looking at its capabilities, it was immediately clear that this is not just a "remote." The group was also impressed that Sony would offer such a thoughtful and useful tool, giving credit to the company for helping customers maximize on their investment. It's not a flashy product, but a creative one that will absolutely pay off for users.

TIFFEN PHOTO FX IPHONE APP

The Apple iPhone might just be one of the greatest technological achievements of the 21st century thus far — or at least the most anticipated and beloved. Tiffen has repackaged its powerful Tiffen filter effects software for the handheld wonderkind device so that you can apply Tiffen digital looks to any stored photo or one you take yourself on the iPhone. Want to

show a director your ideas of post processing for a particular scene? Snap a photo with the iPhone, open up Tiffen's Photo Fx and effect away! Better yet, the application is free from iTunes. It is also compatible with any stored or saved photos on your iPod Touch. Quickly apply a bleach bypass or Tiffen Pro-Mist look to any image, save it and proudly share it with the world.

VINTEN VISION AS HEAD SERIES

Vinten introduced the Vision AS series of fluid tripod heads which offers, for the first time ever, infinitely adjustable counterbalance in a fluid head for smaller cameras. These new, inexpensive heads are crafted specifically for the smaller camera world and offer the flexibility of larger, professional fluid heads for nearly any situation. The Vision AS3, the smallest in the new family, has a 75mm bowl mount and is capable of handling loads up to 11 lb. The AS10, the largest in the family, has a 100mm bowl and can support loads up to 32 lb.! Each of the four heads (AS3, AS5, AS8 and AS10) features infinite counterbalance adjustment as well as a sleek black design and illuminated bubble level placed at the back of the head — where it should be! The heads also feature side loading, an attribute most commonly seen on larger professional heads, for faster mounting of the camera onto the head.



Vinten Vision AS Head Series

ZACUTO ZWING AWAY

In the realm of Why-Didn't-I-Think-Of-That, the Zacuto Zwing Away takes the prize this year. A small, simple device that slips onto standard lens rods and converts a standard fixed matte box into a more efficient swing-away matte box. With just one component, you can easily convert a less expensive matte box into a more valuable and quicker swing-away. This makes lens changes and adjustments, lens cleaning and filter exchange so much easier. A small piece of hardware that is invaluable to anyone who uses a rod-mounted matte box but doesn't have the swing-away variety. DV