

Contact: Kevin Crawford
Frezzi Energy Systems
Phone: 973-427-1160
Orders: 800-345-1030
kevincrawford@frezzi.com

Professional Results for Handheld Cameras with Frezzi's HH-1 Power, Lighting and Support System

Hawthorne, NJ – April 8, 2011 – Frezzi unveils the company's new HH-1 system, the world's first professional grade power, lighting and support system that turns smaller handheld cameras into a professional rig, at this year's NAB at **booth C11433**. Networks and cable stations are supplying handheld camcorders to the new generation of video journalists (VJs), digital multimedia journalist and producer/cameramen. The Frezzi's HH-1 system, camera operators can shoot like a pro and achieve professional results.

"The growing trend in the broadcast industry is that many networks and cable stations are adopting smaller handheld cameras because of their improved HD image quality, cost effectiveness and ease of transportation," said James Crawford, President of Frezzi Energy System. "One of the downside to the smaller cameras is the lack of professional lighting, battery power and support available. That's where Frezzi's HH-1 system steps in as the perfect system to achieve professional results," he added.

The compact and light-weight HH-1 Kit includes:

- **Professional Frezzi Dimmer Mini-Fill with 3200k quartz halogen and energy efficient 8 watt 5000k LED lamp.** Consumer grade LED light solutions presently available for handheld cameras have very low output, poor color and emit multiple shadows, which results in unprofessional video. Frezzi's lighting solution provides over 7 Hours run time with our single point source LED lamp as well as future proofing with the ability to exchange lamps as the technology changes.
- **Lithium battery system..** Most handheld camcorder batteries are generally weak consumer grade and need often recharge. Frezzi offers a high energy 65 WH 14V professional battery pack that can run Frezzi lights and camcorder for hours before needing to recharge. The kit also includes a fast battery charger.

- **Camera Support and stabilizer arm.** Smaller cameras are difficult to hold steady when shooting handheld, producing shaky unprofessional video. The camera support arm mounts to your camera and hold the accessories on-board while stabilizing the camera for smooth and steady shooting all while reducing wrist pain and hand fatigue. It also features tripod mounting for quick release on and off your tripod.

Frezzi's Wireless Receiver Bracket (FWA) option mounts the wireless receiver on-board the handheld camera and allows stations to utilize their existing inventory of wireless components. It is compatible with all popular models of wireless receivers and has standard mounting holes for easy configuration. The FWA easily integrates into the HH-1 system. The versatile system can be mounted on a tripod or quick released for smooth handheld operation. The kit packs up quickly and neatly in your camera bag, protecting your handheld camera when packed. This rugged and portable system is a great for today's video multimedia journalist and producer packs who are searching for a quick, easy solution for shoot and scoop. No tools are required to mount the HH-1 system to the handheld camera. It can also be custom configured with only the components needed for your individual use.

Frezzi will be exhibiting at **NAB 2011 in Las Vegas, Booth #C11433**. The company will showcase a complete line of Frezzi on-camera HD broadcast support gear including the new HH-1 System, Frezzi's award-winning on-camera lights in standard and dimmer controlled quartz and ultra-bright HMI Sun-Guns designs ranging from 15watt thru to 400 watts. Replacement batteries for Sony EX1, EX3, F3 handheld cameras and V-Lock and A/B Brick style for shoulder ENG cameras. Frezzi has been manufacturing portable lighting and power products for the news media industry, both film and video for over 70 years. Frezzi Energy Systems is a division of Frezzolini Electronics Inc.

#

www.frezzi.com



www.facebook.com/frezzi