

Press Release: ACHTEL and XM2 PURSUIT announce 9x7 Camera Availability in US

Sydney, 12 July 2021



ACHTEL Pty Limited, a digital cinema equipment maker, and XM2 PURSUIT, specialists of aerial and ground-based camera platforms, announced this week that the general rental of the 9x7 is now available. The 9x7 is a new high-end cinema camera with global shutter and ground-breaking sharpness. It has unmatched low-light capabilities and color accuracy that offers superior image quality at a lower cost. Aimed to replace multi-camera arrays and 70mm film, the 9x7 specifically targets high-end VFX, VR, Giant Screen and IMAX productions. Advanced motion control and post workflows combine to provide new opportunities for film makers.

The 9x7 camera can be rented with a range of accessories and lenses as well as the integration of state-of-the-art stabilized platforms and operated via manned aircrafts, vehicles and drones. XM2 PURSUIT will provide end to end management from planning and execution through post-production, all of which ensures seamless coordination and results catered to each project's needs.

"US-based productions and customers have been requesting local availability of 9x7 for months and I'm pleased to say that we can finally provide a full service solution with support and operators trained to achieve the ultimate results from this remarkable camera."

Pawel Ahtel, ACS, director of Ahtel Pty Limited

First announced in September 2020, the 9x7 digital cinema cameras offer unparalleled image sharpness and can favourably replace 4 ~ 8 camera arrays. Using state-of-the-art latest global shutter technology, this new generation sensor features dual light pipe technology and true

correlated double sampling, allowing very low read noise and high dynamic range. The 9x7 captures images with unprecedented detail using uncompressed raw format with recording bandwidth of up to 10 GB/s - approximately 30 times more than traditional digital cinema cameras can achieve. The 9x7 footage is like a “thick negative” offering superior colour range and accuracy even in difficult lighting conditions.

The 9x7 camera is available with variety of lens options and mount systems including LPL, PL and Panavision.

XM2 PURSUIT is a collaboration between XM2 and Pursuit Aviation to create a global, integrated aerial and remote head vendor with the ability to meet the unique needs of any film, TV or commercial production along with research, development and manufacturing capabilities. With offices in Los Angeles, Atlanta, London, the Gold Coast and Melbourne, XM2 PURSUIT has serviced some of the industry’s biggest feature film franchises including Star Wars, Fast & Furious, Pirates of the Caribbean, Westworld, James Bond and Aquaman.

Contact: www.xm2pursuit.com/contact

ACHTEL Pty Limited specialises in Giant Screen and IMAX® cinematography above and underwater. Its innovative products and solutions won international awards and attention for uncompromised approach to image quality. ACHTEL’s products have been used on many high-end productions from landmark natural-history films to James Cameron’s Avatar Sequels.