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LYON VIDEO BRINGS THE ACTION HOME WITH NEW MOBILE PRODUCTION UNIT **FEATURING FUJINON 101x SUPER TELEPHOTO LENSES**

Wayne, N.J., September XX, 2011 – Sports broadcasters, like the athletes themselves, are constantly searching for the latest equipment that can give them that extra edge. Bob Lyon, President of Columbus, Ohio's [Lyon Video](#), knows that it takes bigger and better performance to keep his company and its clients competitive. "Broadcasters always want to get as close up to the action as they possibly can to bring viewers right into the heart of the game," said Lyon. "It's especially important for covering football and baseball, a big part of our business. So we always try to buy the longest lens available." That's why Lyon Video has selected 101x lenses from [Fujinon](#) as an integral component in their most sophisticated HD mobile unit yet.

Featuring the wide angle capabilities and unprecedented zoom range of Fujinon's XA101x8.9BESM [Super telephoto lens](#) paired with Grass Valley LDK 8000 Elite cameras, the Lyon-12 is the flagship in their fleet of 16 mobile units. Even the largest, highest profile shows for clients like ESPN, CBS Sports, ABC and Fox Speed Channel have met their match with this state-of-the art, 53' walk-through trailer. Able to accommodate up to 16 cameras, it's 3D-ready and completely wired for 3G. Already on the road coast-to-coast for NFL preseason games, it's also scheduled for everything from college football to mixed martial arts, as well as next year's Cincinnati Reds and Cleveland Indians baseball. The company also provides production services for non-sports programming, including *Antiques Roadshow* and *Barrett-Jackson Auto Auction*.

Lyon noted, "There are good reasons why all of our high definition lenses are Fujinon. When we originally made the decision to switch from another manufacturer, we chose Fujinon for their superb image quality combined with durability. In our mobile trucks, lenses can take a lot of abuse from the travel and a different crew every night. But not

only do Fujinon lenses hold up just as well as if they were in a studio, but the image quality is still fantastic." And now that Fujinon has opened its Chicago service center, Lyon finds that sales support and technical service have been just as great as the product. Shipping costs and turnaround time are dramatically reduced. And the closer relationship between Lyon and the local Fujinon support team has been a distinct advantage as well.

All Lyon Video mobile units carry a full compliment of gear and cable with equipment and features similar to that of the new MU-12 truck. In addition to the two XA101x8.9BESM Super telephoto lenses, the company has also recently added three Fujinon XA88x8.8BESM Telephoto HD field lenses, both models featuring Fujinon's new DIGI POWER digital servo control system as well as Quick Zoom, which provides a rapid zoom to the telephoto position to check focus with the push of a button, returning the lens to the previously selected zoom position when the button is released. Rounding out Lyon's Fujinon lineup are five new XA72.9x9.3BESM Telephoto HD field lenses, two ZA22x7.6BERM Telephoto ENG/handheld HD lenses with 2x extenders, two ZA22x7.6BERM Super wide angle ENG/EFP HD lenses with 2x extenders, and two XA17x7.6BERM HD ENG lenses with 2x extenders, each paired with Grass Valley LDK 8000 Elite cameras.

About Lyon Video

Lyon Video, based in Columbus, Ohio, provides broadcast networks coast to coast with mobile productions units, facilities, and crews. Visit www.lyonvideo.com.

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