



Canon

VIXIA HV30

FOR IMMEDIATE RELEASE

B & H Photo Selected By USA Curling Coaching Committee

B&H Photo Video and Pro Audio is the largest supplier and has the most extensive inventory of imaging products in the world. USA Curling has identified the Canon Vixia HV30 as the camera of choice for USA Curling coaches to pair with the Lenovo T400 and SL400 laptop computers and Dartfish and selected B & H photo as the primary vendor.

As a USA Curling member and certified coach you can have that power too - enjoy a special discount – from B & H and USA Curling when you purchase the Canon Vixia HV30 and accessories directly through USA Curling B & H Account. This means top of the line camera and accessories at a reduced cost for our certified coaches who are members of the USCA.

The need for state-of-the art technology has been driven by the interest in the Dartfish software and an emergent interest in enhanced technical analysis of athletes at all levels within the coaching community. In addition to the interest for a computer system designed around the unique requirements of Dartfish software matching the right camera with the software was the primary goal of the coaching director. The coaching committee technology work group of Lynita Delaney and Rusty Schieber along with education partner Immersion Media of Raleigh, North Carolina was instrumental in reviewing and benchmarking many systems-ultimately deciding on the HV30.

The right camera had to be selected in order to enable coaches to take full advantage of the Dartfish software and unique filming requirements of curling. The 30p Progressive Mode is a unique feature that only Canon offers in the HD consumer camcorder market-a sophisticated tool usually found only in a professional video

camera. In addition to the standard interlaced video frame rate of 60i at 24p the VIXIA HV30 captures video in 30p which is (30 progressive frames).

This is particularly useful for footage to be used on the Internet and is excellent for action shots and sports. This matches well with the latest version of Dartfish, 5.0 which has the added feature of allowing coaches to publish video directly to the web. The technology work group work along with Warren Pretorius of Dartfish is presently testing a variety of filming formats (wide angle, telephoto) and specifications (shutter speed, 30p) with the Canon HV30 and will be producing filming and camera usage guidelines in the near future.

The USCA Coaching Development Director and Coaching Committee has sought to develop a method and model whereby coaches could all operate utilizing the same technology, thereby allowing for the development of a unified system within the coaching ranks. The identification of B & H as a vendor of the Canon HV30 along in addition to the partnership with Lenovo and Dartfish represents another positive step in coaching.

All interested coaches should contact Scott Higgins, Coaching development director directly at scott.higgins@usacurl.org for contact and ordering information. All orders can be made directly via B & H and paid through credit card.