

# Marshall Electronics

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FOR IMMEDIATE RELEASE

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## **Marshall Electronics Greatly Improves Popular Miniature Camera line with Next Generation Model**

*Marshall releases new CV502-M Mini-POV Camera to replace top-selling CV500 camera, which has become the industry standard for a variety of professional broadcast POV camera applications*

El Segundo, CA – Marshall Electronics Inc., leading manufacturer of Broadcast A/V equipment, announces new CV502-M Mini-Broadcast Camera, which improves upon virtually every aspect of the existing CV500 Mini-Broadcast Camera. The previous model, CV500, has become widely adopted by professional and collegiate sportscasters, used on-air for unique point-of-view shots to further immerse viewers in the action. The new CV502-M will only expand upon its use cases with a new high-performing sensor and processor, leading to improvements in overall quality, versatility and ease-of-use.



The new CV502 allows for greater low light sensitivity (80% more sensitive), improved clarity and colors. Enhanced remote control flexibility allows operators to fine tune cameras from a control truck or control room, and newly added VISCA protocols enable users to make adjustments in the field without needing to pull up and manipulate the On-Screen-Display menu, an improvement which is critical for live broadcast footage. Lastly, free downloadable software is now available that allows for remote control of the camera via computer, laptop, or tablet (requires USB-RS485 adapter).

“Most satisfying to me is the ability to work with the top broadcast engineers in the industry that are focused on bringing a more immersive experience to broadcast entertainment,” explains Tod Musgrave, Director of Product

Marketing, “incorporating ideas that I receive directly from these professionals is paramount to our success on the CV500 camera line.”

Additionally, a slight redesign of the lens mount provides the CV502-M greater flexibility of available M12 lenses that can be used which provides more AOV and FOV options to more precisely capture the right shot for specific broadcast applications.

This generation of Marshall Pro-Series POV Miniature Cameras offers an available step-up model, CV505, that features audio stereo embedding on all channels and an additional full sized HDMI (type-A connect) output that streams video simultaneously alongside the 3G/HD-SDI output.

The Pro-Series POV Cameras continue to surpass expectations and awareness of the product has seen continued growth in a wide variety of markets, including Broadcast, Sportscast, Newscast, Weathercast, Live and Studio Music Events, Internet Radio Podcast, Stage Production, Speaking Engagements, House of Worship, Aerospace, and many other applications.

The CV502-MB will be on display at the Marshall Electronics booth #C7439 at NAB Las Vegas, April 18<sup>th</sup> – 21<sup>st</sup>. More information on Marshall Pro-Series POV Miniature Cameras can be found at: <http://www.lcdracks.com/servers-cameras/HD-SDI-cameras/>.

**About Marshall Electronics**

Marshall Electronics Inc. is a privately owned American company with five distinct operating units: Broadcast A/V Division, Professional Audio, Cable/Connector, Optical Systems, and IPTV. We specialize in the development, manufacturing and distribution of high tech electronic products used in a wide range of professional applications. The Broadcast Division of Marshall Electronics supplies high quality LCD monitors, mini POV cameras, IPTV streaming equipment, distribution, and conversion solutions for broadcasters around the world. Visit LCDracks.com for more information.