



## NEWS RELEASE

From: OConnor  
2701 N. Ontario St  
Burbank, CA 91504  
Phone: 818-847-8666  
Fax: 818-847-1205  
www.ocon.com

Effective: March 4, 2010

### **OConnor Introduces Cine Follow Focus CFF-1**

Pioneering fluid head and tripod innovator OConnor, a Vitec Group brand, introduces the first product in their new line of professional camera accessories: the Cine Follow Focus CFF-1. This rock-solid tool features the hallmark design and precision engineering that has made the OConnor brand renowned throughout the industry for 60 years.

Constructed of lightweight, durable black anodized 7075-grade aluminum, the CFF-1 sports a multifunctional, modular design that eliminates the hassle of juggling separate bridge plates. A single, easy to use snap-on bridge clamps effortlessly onto either 15mm or 19mm studio rod systems. (An optional LWS bridge is also available.) The OConnor integrated approach lets the operator straddle the line between both standards with ease and efficiency. With the lowest clearance available in a double-sided studio unit, OConnor's follow focus is ideal for large diameter lenses such as the Angenieux 24-290mm, Red 18-85mm, Fujinon 18-85mm, and Fujinon 75-400mm—and protects the user's equipment investment by ensuring compatibility with optical systems now and into the future. The CFF-1 integrates seamlessly with existing popular accessories such as whips, gears, and cranks, while creating a new standard in compatibility.

For better integration with all lens and mattebox configurations, the CFF-1 swing arm can be mounted on either side of the bridge. OConnor's unique main follow focus bridge slides independently of the support bridge dovetail, increasing mounting options for specialty setups. What's more, a handy horizontal sliding adjustment mechanism lets the operator locate the focus driver gear so the line of sight to the lens witness mark is always clear -- and the mark remains easy to read. Handwheels have eccentric adjustments to allow for flexible positioning. The CFF-1 uses custom-cut, low-runout gears to guarantee exacting focus pulling with less play and higher accuracy every time.



List price for the OConnor Cine Follow Focus starts at \$4,500. A variety of options – such as a wooden handle – will be available. OConnor will begin taking preorders in March. Product delivery is scheduled for April, 2010.

For further information on the CFF-1 and other OConnor products, go to [www.ocon.com](http://www.ocon.com), become a fan on Facebook or follow the company on Twitter; or contact OConnor, 2701 N. Ontario St, Burbank, CA 91504, Phone: 818-847-8666, Fax: 818-847-1205

#####



#### **About OConnor**

Pioneering fluid head and tripod innovator OConnor has been the choice of top cinematographers since its invention nearly 60 years ago by Chad O'Connor of OConnor Engineering. Known for their hallmark smooth feel, consistent reliability, and cinematographer-friendly features, OConnor's award-winning fluid heads offer maximum control and stability for film-style cinematography. Today's support line includes the Ultimate range of fluid heads and Cine HD carbon-fiber tripods. With the 120EX OConnor introduced the flagship of its new series of EXTENDED CAPACITY fluid heads—the EX range. OConnor's new 2575D fluid head continues the legacy of the industry standard – the Ultimate range of fluid heads for cine and digital cameras. The new camera accessory line will offer a range of camera lens tools for high-end cinematography applications.

Press Contact: Susan Lewis • Lewis Communications  
724 Ocean Park Blvd • Santa Monica • CA 90405  
Tel 310/392-4531 • Fax 310/392-0183 • Email [susanlu@aol.com](mailto:susanlu@aol.com)



### **The Vitec Group – capture the moment**

The Vitec Group plc provides vital products and services that support the capture of exceptional images through world-class customer experience and a visionary approach to the future. It is a leading supplier to the broadcast and media, photographic and live events industries in more than 100 countries worldwide, and is rapidly extending its reach by taking proven technologies into government, security and defense. Vitec's many industry-leading product brands have established a formidable reputation for innovation, technical excellence, and superior service and support.

The group has over 1700 employees worldwide, and revenues in 2008 of £338 million. It is formed of three divisions to support specific industry sectors: VideoCom, including manual and robotic camera supports, location lighting, camera and equipment bags, portable power solutions, prompting products, wireless camera links and voice communication systems; Imaging and Staging, supporting the photography, videography and live events markets; and Services, for professional video and audio rental equipment and engineering support for major event productions.

[www.vitecgroup.com](http://www.vitecgroup.com)