

It's Time You Got Moving with

STEADICAM JR™

The Steadicam JR is part of the family of Academy Award winning Steadicam Camera Stabilizing Systems invented by Garrett Brown and now manufactured and distributed by The Tiffen Company. Steadicam has changed the way movies are made. With the Steadicam, filmmakers can produce smooth, hand-held moving shots with image steadiness never before achieved. For the very first time, Steadicam allows the camera to be as mobile as the camera operator – walking, riding, running or standing still.

Incorporating the award winning technology of its predecessors, Steadicam inventor Garrett Brown undertook the challenge to design a compact, superbly styled, jitter-free, personal Steadicam for today's lightweight Compact VHS, Super VHS-C, 8mm, Hi 8 and Mini DV camcorders weighing under 4 pounds. Jiggle-free shooting, freedom of movement, performance, versatility, rugged design, durability and award-winning technology put you and your Steadicam on the move!

Life doesn't stand still. It's always on the move. But if you're not moving around with it when you shoot your videos, you're missing all the excitement.

The answer: Steadicam JR.™ When supporting your VHS-C, Hi8 or 8mm camcorder, this brilliant, camera stabilizing system allows you the freedom to move in and around with the action without jarring the camera or rocking the image.

In fact, the patented Steadicam JR lets you take moving shots you simply can't get with any other video product.

You can walk with a Steadicam JR, jog with a Steadicam JR, even climb stairs with a Steadicam JR and the picture won't shake.

What's more, you can take shots at "impossible" angles with a Steadicam JR, above, below or even behind you, that make shooting videos as much fun as watching them.

For example...

Scene One: At The Beach.

You're on the boardwalk. Skaters and cyclists are out in force. You put on your skates, power up your camcorder and Steadicam JR (the flat, oversized LCD screen is bright enough to view in broad daylight) and you take off down the path. Every shot is smooth as glass. Crouching down low, you get a dramatic worm's-eye shot of the pathway rushing past, then you boom up to reveal all the color and bustle of the activity on the pier as you skate by. Try that with a camcorder alone!

Scene Two: Your Kid's Soccer Game.

You are on the sidelines with your Steadicam JR, running up and down, cheering on your kid, smoothly capturing all the action as you go. To get some great shots of the entire field, you climb up to the top of the bleachers, fold the Steadicam JR into a stabilizing shoulder brace and zoom tight just as your kid makes a break down the left wing to score a goal.

Visitors 4, Home 6, Steadicam JR 10.

The Steadicam JR used as a stabilizing shoulder brace



Scene Three: Betsy's Wedding.

The Steadicam JR is an invitation to capture life's most moving moments. Before the ceremony, you walk down the aisle, camera at waist-level, seeing all the guests in their seats. After the

"I do's," you walk out ahead of the newlyweds, holding them smoothly in frame as they exit. At the reception, you circle around the dancing couples,

taking memorable video images that have all the movement and fluidity of a Hollywood production.

Are you beginning to get the picture? The whole world moves, and so can your videos. In ways you never before considered.

That's the fun and excitement of becoming part of the action when you shoot with the Steadicam JR.

Now, to help you become even better acquainted with the Steadicam JR, flip to the backside and we'll take you on a guided tour.





Steadicam JR System includes:

- 2lb to 4lb Camera Capacity
- Adjustable Stage
- Integral 2.9" High-Resolution Color Monitor
- Carbon Fiber/Polycarbonate Composite Construction
- Patented Quick-release Gimbal & Handle
- Mounting Hardware
- Owner's Manual
- Instructional VHS Training Tape

For more information, call us at:
1-800-728-6377



The Tiffen Company, LLC

21 Jet View Drive, Rochester, NY 14624
Phone: 716-328-7800 • Fax: 716-328-5078
www.steadicam.com • www.tiffen.com
email: steadicam@tiffen.com

Corporate Headquarters

90 Oser Avenue, Hauppauge, NY 11788
Phone: 631-273-2500 • Fax: 631-273 2557

The Steadicam JR, Close Up.

Welcome to the world of videography transformed.



The ergonomically-designed inter-gimballed handle provides support and camera control.

Video magazine calls the Steadicam JR "liberating." *Video Review* gave it their "Best Product of the Year" Award. *Videomaker* says it's "probably the most powerful and versatile camcorder support system available."

Structurally, the Steadicam JR is

deceptively simple: a camera platform, a gimballed handle, a flat screen monitor and two folding arms. The secret of the Steadicam JR's patented stabilization concept is in its ingenious system of weights and balances which places the center of gravity within its free-floating, inter-gimballed handle assembly.

What all this means is, while you may shake or rock or turn, the camera will remain absolutely steady.

Heads-Up Viewing.

When your eye is glued to your camera's viewfinder, your head becomes another source of unwanted motion.

The solution: Steadicam JR comes with its own, adjustable, 2.9" flat screen monitor. Watching this bright color monitor heads-up, you can boom the camera up for

dramatic bird's-eye shots, or down for a kid's-eye perspective, or shoot to the side or even behind you, capturing images that simply aren't possible any other way.

Also, when you viewfind heads-up, you can become part of the action. You're no longer hidden behind the camera's



Individual adjustments can be made to the mounting platform for fine-balancing your camcorder.

viewfinder. You can move right into the activity, monitor what you're shooting and still watch where you're going. Plus, your subjects will be more at ease looking at you, rather than at your lens.

Steadicam JR a la Mode.

While the Steadicam JR is most often used fully extended in what we call "flying mode," there are other ways to shoot that are just as exciting and versatile.

With its arms only partially open, the Steadicam JR becomes a comfortable, stabilizing shoulder brace featuring heads-up viewfinding. This mode is perfect when you want to shoot from the audience or use the camera's zoom lens.

The Steadicam JR can even be completely folded beneath your camera for mounting on a conventional tripod.

In any mode, the Steadicam JR becomes an integral part of your camcorder.

In fact, with our optional Steadicam JR Travel Case, you never have to remove the Steadicam JR from the camera at all. Both tuck neatly away along with enough pocket and compartment space for all your camera accessories.

On Board Lighting. (optional)*

There is one more part of the system you may also never want to remove: the on-board Obie Light. This ultra-lightweight lightsource, color balanced to 3200° Kelvin, softens shadows



A special optical filter reduces glare on the monitor to less than .4%, even in direct sunlight.

up and balancing your Steadicam JR.

To be sure, the Steadicam JR is not a toy. It is a sophisticated piece of equipment that has the power to unlock an entirely new dimension in the look of your home videos.

Right from the start, you'll see the difference. And the more practiced you become with the Steadicam JR, the more exciting the creative possibilities, as it dramatically changes the way you shoot the most moving moments of life.



Once you master the Steadicam JR, there's no limit to your freedom to create dramatic moving shots.

Steadicam JR is designed for lightweight 8mm, Hi8 and VHS-C camcorders weighing less than 4 pounds. Dimensions: 16" L x 16" H x 5.5" W, open; 16" L x 2.75" H x 5.5" W, folded.

Monitor image simulated for photo.

**Kids Move.
Brides Move.
The Earth Moves.
Dogs Move.
Clouds Move.
Elephants Move.
Skaters Move.
Race Cars Move.
Glaciers Move.
Bicycles Move.
Footballs Move.**

