



Open-source Axiom Beta to hit UK market next year

BY WILL STRAUSS

Open-source 4K digital cinema cameras will come to the UK next year when rental firm Rogue Element Films takes delivery of the Axiom Beta system from the community-driven Apertus project.

The modular, non-proprietary 'do-it-yourself' Axiom Beta will be built from patent-less hardware and software. This will result in a camera that works straight out of the box but is also technically transparent, enabling users to create their own custom devices by modifying, repairing or replicating its parameters and components, or developing modules and peripherals for it.

An Indiegogo crowdfunding campaign raised the €100,000 (£79,000) required to begin development of the Axiom Beta last week. Having pledged money to the campaign, Rogue Element Films owner Dan Mulligan will take delivery of three systems in April 2015. They will be loaned out for free alongside paid-for services and kit.



He said: "We hope to facilitate unfettered access to the technology and free up the creative spirit so that the industry can engage in practices that encourage freedom of expression and are no longer limited by who can contribute. We want people to try [the Axiom], so we are making them as easily available as possible."

Axiom Beta ships with passive Canon, Nikon and MFT mounts, and a web-based remote control. It will initially have two 4K image sensor options: the Super 35-sized CMV12000 from Cmosis and Truesense's KAC-12040.

The Apertus project began in 2006, with work on the develop-



Axiom Beta: open-source camera

ment of an Axiom prototype starting in 2011.

Rogue Element Films has been parked as a business for three years while Mulligan worked for Technicolor. Via his Pure Digital Services brand, Mulligan recently agreed a digital dailies tie-up with VFX firm The Flying Colour Company.

EVS chief leaves after dispute over long-term plans

The chief executive of Belgian live video production systems company EVS has left following a disagreement about its long-term strategy.

Joop Janssen agreed to leave in a meeting with the company's board on 10 October. He has been with EVS for just over two years. Board member Muriel De Lathouwer will take over his role on an interim basis.

A spokesperson for EVS told *Broadcast* that no time-frame had been set for securing a successor and the company would press ahead with its planned four-market strategy – centred on sport, entertainment, news and media – during the recruitment process.

In August, EVS said that sales growth would be "low single-digit compared with 2013", blaming a "continued weakness of the live production server market, which shows signs of moderate slowdown".

As *Broadcast* went to press, EVS' shares were valued at less than €25 (£19.80) each, having been worth almost double that a year ago.

will retain a stake in the East London-based broadcast kit rental firm. David Brady, chief executive of DIA, the media production services group that part owns Alias, said: "Danny will bring enthusiasm and energy to the role at what is a very exciting time for the business." The move comes as Alias Hire looks to restructure its staff profile in an effort to develop a multi-skilled workforce. A handful of redundancies are expected as a result.

Pinewood Shepperton sets up lighting firm with MBS3

Pinewood Shepperton has established a new company that will become the exclusive provider of lighting equipment to productions based at Pinewood Studios and Shepperton Studios (pictured). Pinewood MBS Lighting is a joint venture with MBS3, the management company behind LA-based

Manhattan Beach Studios and MBS Equipment Company. Darren Smith, currently sales director at Panalux, will become managing director of the venture when it launches on 1 January 2015.



Deluxe relocates Spanish operation to Barcelona

Deluxe Media has moved its Spanish audio post-production operation to a new facility in Barcelona. Services being offered include ADR, mixing, sound design and Foley, dubbing into Spanish and Catalan, and 5.1, 7.1 and Dolby Atmos mixing.

Deluxe senior vice-president of worldwide localisation services Ron Horwitz said: "This state-of-the-art facility allows us to expand our capacity for foreign-language dubbing and centralised mixing in order to service our customers better with their increasingly tight deadlines."

Head of picture joins head of audio at Prime Focus

Prime Focus has created a new role of head of picture to work alongside head of audio Phitz Hearne. Promoting from within, senior editor Katie Kemp will take on the role, which the company hopes will "ensure that the entire creative team are better able to meet our clients and get involved earlier in their projects". Managing director of post-production Rowan Bray said: "We wanted to reinforce the importance of our creative teams building a

closer relationship with our clients to ensure that every project enjoys a successful relationship with Prime Focus."

Employees take ownership of Artel Video Systems

Ownership of media transport company Artel Video Systems has been passed to its employees following the creation of the Artel Video Systems Corporation Employee Ownership Trust. The Trust was formed as an Employee Stock Ownership Plan (ESOP), a tool used by US firms to "provide employee loyalty and dedication to their organisation". There are more than 9,000 ESOPs in the US. Artel chief executive Richard Dellacanonica said: "It is well documented that broad-based employee ownership enhances a company's financial performance while dramatically improving all of its customer satisfaction metrics."