



FreeFly Cinema Successfully Transmits Live HD from Remote Helicopter on Mariners Opening Day

Seattle, Washington - April 12th, 2010 - A small unmanned helicopter lifts off from Safeco Field, as the Seattle Mariners Opening Day festivities ramp up to full speed. FreeFly Cinema ("FreeFly") owns and operates the helicopter, which is equipped with an HD video camera and HD video downlink. The HD video transmitter ("M2T messenger transmitter"), supplied by Cobham PLC, is sending an HD video feed from the helicopter and broadcasting live on FSN's coverage of the Seattle Mariners Opening Day. This represents the first time a remote helicopter has successfully transmitted a live HD signal during a professional sporting event. FreeFly's background in filming in challenging environments, coupled with Cobham's robust HD transmitter, allowed for dramatic shots and never before seen angles of the field and stadium. The small size and low power consumption of the M2T messenger transmitter made it ideal for installation on the small helicopter. FSN was thrilled with the M2T messenger transmitter, noting that the H.264 encoding and low latency exceeded their expectations in providing broadcast quality HD video wirelessly. Executive Producer Jon Bradford was "impressed with the team's ability to overcome a variety of technical difficulties and deliver a truly unique product on a tight timeline." Decorated like a flying baseball, the helicopter quickly became a crowd favorite, as it hovered above the field giving fans a rare look at Opening Day.

About FreeFly Cinema

FreeFly specializes in low level aerial filming from remote helicopters. FreeFly's work includes feature films, action sports, commercial campaigns, as well as extensive work for National Geographic. FreeFly combines highly experienced pilots, the latest film and video equipment, and cutting edge stabilization technology to ensure smooth footage and accurate flight patterns.

More information about FreeFly Cinema is available at www.freeflycinema.com

Freefly Cinema contact:

Tabb Firchau
tabb@freeflycinema.com
(206) 755-8440