



FOR IMMEDIATE RELEASE

Cinevate Debuts Simplis and Grip Sticks at NAB

New DSLR Rig is the ideal solution for filmmakers that need a customized, lightweight support rig

Las Vegas, NV, NAB Booth # C12033 – (April 11, 2011) – [Cinevate](#) debuts their line of [Simplis](#) DSLR handheld rigs. The Simplis DSLR Rig is the ideal solution for any filmmaker needing a lightweight, “run and gun” support rig. Incorporating a revolutionary system that allows a filmmaker the unique ability to customize and scale their rig as desired, Simplis is ideal for any filmmaker seeking a versatile, modular and upgradeable DSLR Support System.

To complement the Simplis Rigs, Cinevate also launches its line of mounting accessories called Grip Sticks. Based on components of the new Simplis system, Grip Sticks allow users to mount standard accessories with ¼-20 threads such as on-camera monitors and external audio recorders in virtually any orientation imaginable.

Sturdy and simple, Grip Sticks are the perfect companion to the Simplis Quick Release plate with its multiple ¼-20 thread mount points. They will be available in four variations: Universal, 11”, 13” and 15” lengths.

Grip Sticks is a versatile accessory mounting solution for any camera or kit that supports a ¼-20 thread.

Starting at just \$399, Simplis is one of the most affordable solutions for filmmakers of all levels.

These highly anticipated Simplis Rigs and Grip Sticks have been designed to complement Cinevate’s complete line of [products](#) including HDSLR packages, camera sliders, table dollies, viewfinders and more.

Video, pictures and more information on both the Atlas FLT and Grip Sticks are available at www.cinevate.com/atlasflt and www.cinevate.com/gripsticks .

Availability

Simplis DSLR Rigs are available now for purchase in the U.S. from a growing list of specialty camera and video retailers. Grip Sticks will be available May 1st for purchase in the U.S. from a growing list of specialty camera and video retailers.

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About Cinevate

Cinevate is a privately held, Canadian-based company that manufactures award-winning hardware solutions for the professional filmmaking market. For more information about Cinevate and their collection of filmmaking products, including detailed product videos and image galleries, please visit <http://www.cinevate.com>.

Cinevate products are exclusively distributed by MAC Group (www.MACgroupUS.com) in the USA.

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Contact:

Steve Rosenbaum or Leigh Nofi
S.I.R. Marketing Communications, Inc.
sir@sironline.com or leighnofi@sironline.com