

# NEWS RELEASE

## **Toshiba Imaging Systems Division**

9740 Irvine Blvd.

Irvine, CA 92618-1697

Contact: Gary Pitre

Email: [Gary.Pitre@tais.toshiba.com](mailto:Gary.Pitre@tais.toshiba.com)

Phone: (810) 357-5022

Website: [www.toshibacameras.com](http://www.toshibacameras.com)

Media Contact: Marlene Moore

Smith Miller Moore / 818-708-1704

Email: [Marlene@smithmillermoore.com](mailto:Marlene@smithmillermoore.com)

*For Immediate Release*

## **Toshiba Imaging High-Def Cameras Selected for On-Board Imaging – Maverick Helicopters Tours**

- Advanced HD cameras mounted to helicopter nose provides guests with a personalized sky cam video memento

**August 13, 2013 - Irvine, CA – Toshiba Imaging Systems Division (ISD)** (Toshiba Imaging - [www.toshibacameras.com](http://www.toshibacameras.com)), a division of Toshiba America Information Systems, Inc., and leading manufacturer of ultra-compact high definition (HD) and high resolution CCD and CMOS video cameras, announces that the IK-HR1D, compact 1-chip CMOS, 2.1 megapixel high definition (HD) cameras have been selected for use by Maverick Helicopters ([www.FlyMaverick.com](http://www.FlyMaverick.com) – Las Vegas, NV), a division of Maverick Aviation Group.

According to John Mandernach, V.P. of Maintenance at Maverick Helicopters, “We’ve been recording personalized flights with pilot narration and guest interaction since 1996. We’ve gone from providing VHS tapes to DVDs, and we now offer Blu-ray HD technology. We asked our camera



supplier, InterTest ([www.intertest.com](http://www.intertest.com) – Columbia, NJ), to recommend the very best HD camera for our needs and without hesitation, they suggested Toshiba Imaging’s 1080p IK-HR1D camera for the best color, contrast, and quality available.”

Toshiba Imaging’s one-piece, 1/3-inch CMOS 1920 x 1080 pixel-output camera is compact and lightweight (4.3 oz.) and features digital DVI and analog RGB output. It can be easily mounted in confined spaces, making the camera ideal for Maverick Helicopters tours and other demanding imaging applications such as specialty broadcast, scientific imaging, diagnostics, and homeland security. The IK-HR1D

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provides full HD at 60 frames per second and is suitable for imaging objects in motion with little or no artifacts and other critical imaging tasks that require precise color, sharp detail, and vivid contrast even in low-light conditions.

For more information about Toshiba Imaging's high-resolution, HD color video technology and products, please go to: [www.toshibacameras.com](http://www.toshibacameras.com).

### **ABOUT THE COMPANIES:**

**Toshiba America Information Systems, Inc. (TAIS), Imaging Systems Division** (Irvine, CA), is one of the three business units of TAIS and is world renowned for its ultra-compact, superior color and contrast, high definition (HD) 3CCD cameras. More affordable CMOS hi-def video systems are also available and both camera suites are accompanied by Toshiba's legendary and comprehensive tech support. Toshiba's Imaging Systems Division provides imaging products for the security, medical, scientific and manufacturing markets. TAIS is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation. More information about the advanced video imaging technology, high definition, low-light, high resolution color video cameras and Toshiba's remote head cameras is available at [www.toshibacameras.com](http://www.toshibacameras.com).

**Toshiba Corporation** is a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba Group brings innovation and imagination to a wide range of businesses: digital products, including LCD TVs, notebook PCs, retail solutions and MFPs; electronic devices, including semiconductors, storage products and materials; industrial and social infrastructure systems, including power generation systems, smart community solutions, medical systems and escalators & elevators; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 590 consolidated companies, with 206,000 employees worldwide and annual sales surpassing 5.8 trillion yen (US\$61 billion). Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).

**Maverick Aviation Group**, with locations in Nevada and Arizona, is the parent company of Maverick Helicopters, Mustang Helicopters, and Maverick Airlines. This tourism-based company has the youngest and largest fleet of ECO-Star (EC-130) helicopters in the world. Maverick Helicopters Las Vegas offers helicopter excursions of the Las Vegas Strip and to Grand Canyon West. Maverick Helicopters South Rim offers flights over and around Grand Canyon National Park. For more information, please visit [www.FlyMaverick.com](http://www.FlyMaverick.com).

**InterTest** (Columbia, NJ - [www.intertest.com](http://www.intertest.com)) provides remote visual inspection (RVI) tools and non-destructive testing (NDT) equipment to a wide range of customers. Our extensive experience, innovative engineering, and talented manufacturing staff combine to provide advanced solutions for demanding requirements in remote viewing, imaging, and testing. From aircraft engines to the car racing track, from power generation boilers to arctic environments, from high radiation, high temp to high vacuum, InterTest delivers specialized vision products and unique imaging solutions in all environments.