



Press Release from Tiffen International Ltd – for immediate release.

## Smoothee Used To Win Top Film Prize

**Steadicam Smoothee Helps James W Griffiths Win \$10,000 Top Prize at Nokia Shorts 2011 at Edinburgh International Film Festival**



*“We shot the film using a very ‘documentary’ style process, which means we travelled around the cities capturing anything that was suitable for the film. The STEADICAM Smoothee was perfect because it allowed us to get very smooth shots but was also lightweight and small enough for us to carry anywhere”.*

So says James W Griffiths, a highly talented director and editor of short films, documentaries, music videos and commercials, who has just won the Nokia Shorts Competition 2011. Eight short-listed filmmakers were given a budget of \$5,000 to produce a film and James’ film entitled “Splitsreen”, based on two people in love, wowed the audience at the Edinburgh International Film Festival.

The eight filmmakers came from the UK, Finland, Australia and North America and had been short-listed from thousands of applications, but the Nokia Shorts jury was unanimous in selecting James’ thought-provoking film as the winning entry and to win the \$10,000 top prize.

This amazing production is a perfect example of how the STEADICAM Smoothee can be used to smooth out the shakes which would otherwise accompany such shots on mobile devices.

For many years professional cameramen have used the market-leading \$60,000 STEADICAM camera stabilizing devices for their hand-held shots and now this technology is available to video enthusiasts. Each STEADICAM Smoothee comes with a specific mount – choose from Apple iPhone™4, iPhone™3GS, iPod™Touch, or soon-to-be-released GoPro™ HD HERO – although additional mounts can be purchased. The STEADICAM Smoothee has been designed to work “out of the box” with minimal setup by the user – just attach the camera mount to your device and you're ready to go! It is so easy to use.

The Smoothee lets you "fly" wherever the scene takes you – up and down steps, indoors and outside, through crowds – almost anywhere, with precise, elegant control and ease. Each of the quick release removable camera mounts can also serve as a tabletop stand or can be mounted to any tripod with a standard ¼” camera mount. The comfortable ergonomic Smoothee hand-grip folds up securely when not in use.

The Smoothee is available in the UK and comes with complete setup instructions and a carry bag. The UK SRP is £169.99 including VAT with the mount of your choice. Additional mounts cost £22.99.

STEADICAM Smoothee is available from [www.steadicamsmoothee.com](http://www.steadicamsmoothee.com).

To see the Smoothee in action in James’ film “Splitscreen” go to:

<http://www.vimeo.com/nokia/awards>

To contact James W Griffiths go to his website at:

[www.jwgriffiths.com](http://www.jwgriffiths.com)

STEADICAM and Smoothee are Registered Trade Marks of Tiffen.

## About The Tiffen Company

Tiffen has been a leading US manufacturer of photographic filters and other name-brand products for digital, still, video, motion pictures and television for over 70 years. Tiffen products are used in almost every major movie and TV production around the world. Tiffen filters have earned two Technical Achievement Awards and a Scientific and Engineering Award from the Academy of Motion Picture Arts and Sciences for their ColorCore™ Filter Lamination Process (1985, 2000) and Ultra Contrast Filter (1993) respectively, as well as a Prime Time Emmy® Award for filter engineering excellence. The Tiffen Company, in addition to their optical glass filters and digital imaging software, feature the following lines: Davis & Sanford, Domke, Lowel-Light and Steadicam.

Tiffen also produces the award-winning Dfx Filter software for both Windows and Mac OS, the Photo fx and Cool fx apps for the iPhone™ and the new Photo fx Ultras v2 app for the iPad™. The Tiffen International offices are located in Bicester in Oxfordshire. For more information visit [www.tiffen.com](http://www.tiffen.com).

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