



RUSHWORKS ships BABYZOOMER™ Lens Servo Control Kit for PTX PanTilt Heads

This technology innovation provides zoom, focus or iris control from LANC commands

Flower Mound, TX – September 22, 2020 - RUSHWORKS, provider of cool technology for production, playback and streaming since 2001, continues to expand its applied robotics solutions by adding the BABYZOOMER software-controlled servo zoom, focus or iris kit for lenses compatible with cameras from a wide range of manufacturers.

“The lack of power zoom lenses with large, constant apertures has been frustrating for many of our PTX pan/tilt head customers” says Rush Beesley, RUSHWORKS president. The PTX Model 1L is a versatile unit that accommodates a wide range of camera weights and balances, including the increasingly popular use of DSLR and mirrorless cameras for video production. “Since the demand for power zoom control has steadily increased over the last four years, we decided to design and build a motorized lens kit that satisfies that need”, Beesley says.

The BABYZOOMER is a servo/belt driven system that supports zoom control, and optionally focus or iris control, using one or two motor and gear arm assemblies on the kit rails. “It’s an assembly that mounts easily on the PTX Model 1L or Model 2 tilt plate,” he commented. “It’s particularly useful with the Blackmagic Micro Studio Camera 4K that requires constant lens apertures of f2.8 and below to pass enough light to the camera sensor. This kit is a game-changer, letting people take advantage of the price and features of the Micro Studio and other cameras when used in a pan, tilt and zoom production environment.”

Both PTX models can be controlled by hardware devices sending RS-422 VISCA or DMX commands, including joystick controllers from many manufacturers. RUSHWORKS VDESK and Ctrl+R Camera Control Software systems also interface via IP with the ATEM Production Studio, providing automatic input selection and Preview/Program transition from the touch-screen user interface.

About RUSHWORKS

Founded in 2001, RUSHWORKS provides low-cost, high-performance television production, automation and video streaming solutions. These scalable and extensible solutions integrate networked video and graphics servers and encoders with "powerfully simple" automation software for Houses of Worship, Broadcast, Cable, PEG channels, Meetings, Events and Digital Signage. The company also designs and installs turnkey integrated media solutions for city government channels, including automation systems, encoders, audio support systems, large screen monitors, video presenter solutions, and other meeting room AV support. For further information: <http://www.rushworks.tv>

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