YOU AR

SPURRING ON TV AUDIENCES FOR OLYMPIC STEEPLECHASE RACES, CABLECAM SYSTEMS CAMERAS

Spectators get a kick out of steeplechase races, watching horses surge over fences, competitors struggling to stay in the saddle — and some horses charging across the course with an empty saddle after dumping the rider while assailing a particularly challenging jump. For stay-at-home viewers, watching the steeplechase competition at the summer Olympics will be more heart-stopping than ever this year.

Suddenly a 5-foot fence will confront you as you brave the steeplechase races from the rider's perspective. You'll vicariously feel the jarring thud when horse and rider heave over fences and hit the ground, and you'll tense as the horse assaults the dreaded broad-water jump when it looms into view. "You are there" television coverage will put you in the saddle along with athletes because an innovative camera system will give you the competitor's point of view.

Have you ever wondered how it *feels* to compete on horseback, speed skate or ski over extreme terrain? Cablecam provides the answer. It's a camera on a cable that can be suspended over mountains, canyons, waterfalls, rivers, race tracks — just about any terrain, just about anywhere.

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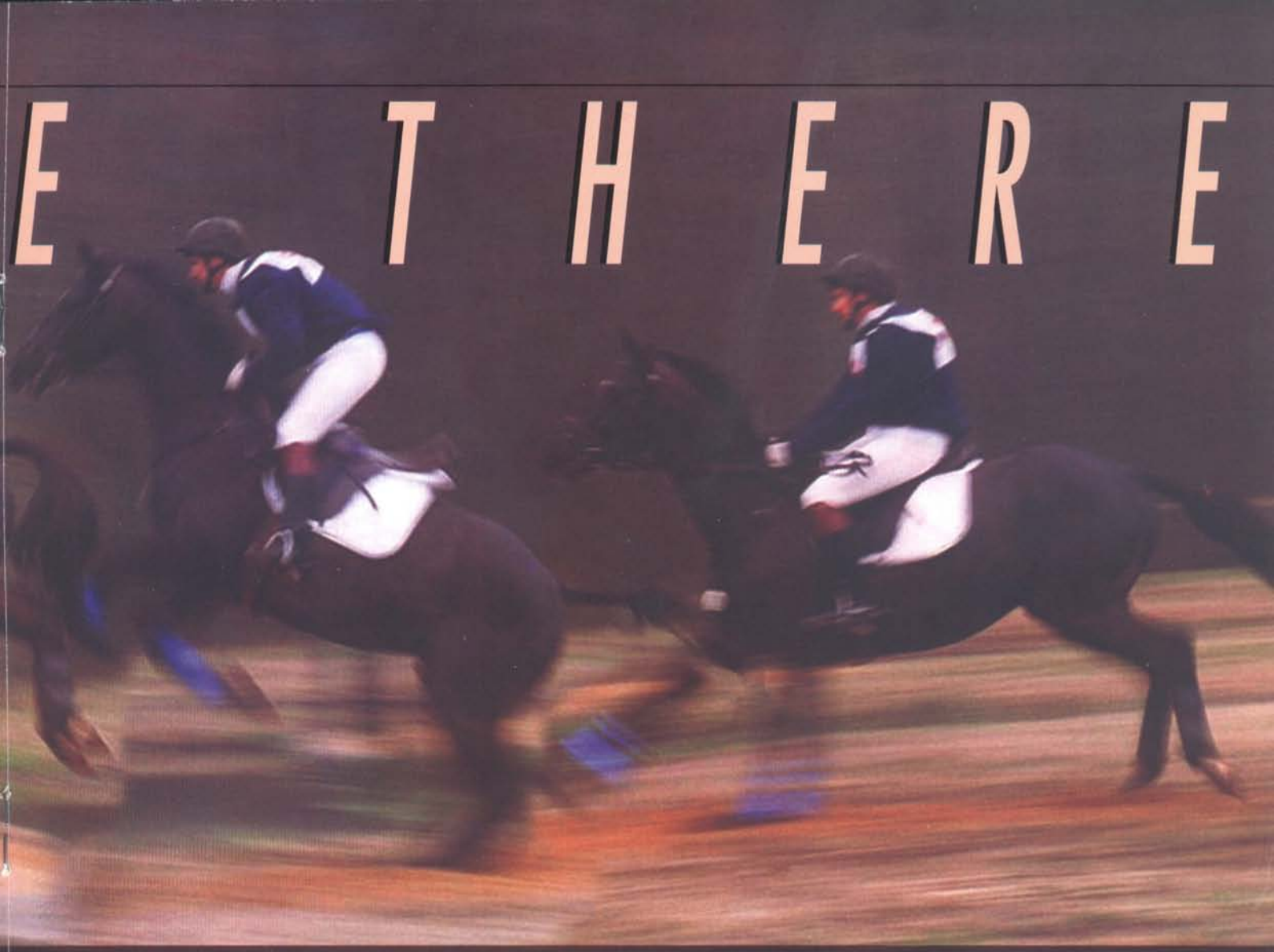

WILL BE SUPPORTED AND DRIVEN BY CABLES REINFORCED WITH DUPONT KEVLAR® BRAND FIBER

Dramatic, heart-stopping videos will bring stay-at-homes into the action at the '96 Olympic Games. Cables that will zoom television cameras across three venues during competition are made of DuPont Kevlar® brand fiber to ensure high strength at less weight than alternative materials.

You can feel the thrills with Olympic competitors in the kayaking, mountain cycling and the steeplechase events because Cablecam's television camera suspended from a cable made of Kevlar® brand fiber puts you right in the center of the action.

"This year, our camera will give you the sensation of being part of the competition as 225 Olympic equestrians compete on the steeplechase course," says Jim Rodnunsky, president and co-inventor of Cablecam Systems, based in Los Angeles. "Even from the safety of your sofa, you'll feel you're in the middle of the action; we take you up and down as well as across fences and fields with the riders."

When he first experimented with a camera on a cable, Rodnunsky's goal was to create a ski machine that would adapt the technology of flight simulation to skiing. Once a free-style skiing champion, he later turned to a career editing film and video. His love for skiing and experience with film provided him with skills that led him to dream of a virtual reality ski machine. His idea would provide the thrills of the slopes and would help skiers improve their techniques, even when they were far from their favorite mountains.

In his first experiments, he tried a variety of camera rigs — all of which involved a cameraman on skis with a handheld camera. The footage didn't live up to his expectations. He decided that he could get more realistic film if he rigged a steel cable on the slope and suspended a camera and cameraman on the cable.

He teamed up with Trou Bayliss, who brought wire cable experience to their partnership. Together, they developed the first Cablecam video at Blackcomb, British Columbia, on some of the most extreme slopes in North America. They were delighted with their first ski film from the cable rig. But it wasn't practical for feature films, television, commercials or sports.

"That's where DuPont came into the picture," Rodnunsky adds. "We discovered we could expand our venues — and our audiences — if we mounted a camera on 1 1/4-inch-diameter cable made of DuPont Kevlar®. At the '96 Summer Games, we'll cover the action during the steeplechase events with our camera rig zooming along at speeds up to 60 miles per hour. Another 1/4-inch-diameter cable of DuPont Kevlar® will control the operation of our unmanned, basketball-sized camera unit.

"Some sports events are filmed from the air, but using a helicopter is out of the question for the steeplechase competition," he says. "It makes too much noise and might disturb the horses. By contrast, the Cablecam rig is unobtrusive and quiet.

"Our video images will be distributed to the worldwide feed for Olympic coverage, providing specialty shots that add drama to more traditional footage. We can take viewers where no camera has ever been and provide breathtaking images."

At the steeplechase events, a cable of DuPont Kevlar® brand fiber will span nearly 2,000 feet between towers at the Georgia International Horse Park outside Atlanta. Lighter weight and smaller in diameter than cables of nylon, steel or other materials, cables made of Kevlar® are easier to transport and install. These advantages reduce the manpower and equipment needs of the riggers.

"A cable of Kevlar® fiber has one-fifth the weight of equivalent strength steel cable," says Sim Whitehill, president of Whitehill Manufacturing Co., headquartered in Chester, Pennsylvania. "The lower weight of our cable means the operator can raise or lower the camera to any desired level and at lower line tension. That's the key to getting unusual images, and it also increases the safety factor.

"DuPont Kevlar® also really keeps its cool. That's important for Cablecam because tolerance for heat and friction is necessary to stop the camera," he says. "One real advantage of Cablecam is that the operator can position the camera at exactly the right point to capture the action. The 18-strand cable made of Kevlar® permits brakes on the camera line to work instantly without danger of overheating the cable."

Cablecam Systems will also put you in a kayak for Olympic whitewater racing on the Ocoee River in the Cherokee National Forest in Tennessee. This, the first natural whitewater course in the history of the Olympics, will provide more riveting moments for television fans as the camera follows paddlers lunging into rapids and plunging through fast-flowing water.

The third sport filmed by Cablecam at the '96 Summer Games will be the first-ever Olympic mountain bike racing competition. Two medal events, one for men and one for women, will put cyclists through their paces on a course at the Georgia International Horse Park.

If you need innovative materials and applied technology to drive your business to success, call DuPont Advanced Fiber Systems at 1-800-4KEVLAR. ■