

**JVC PLANS TO LAUNCH THEIR NEW 4K SUPER
CAMCORDER AT PROFUSION**

Toronto, ON (June 6, 2011) – ProFusion 2011, along with being Canada’s largest professional photo and video tradeshow, with more than 80 booths from the industry’s leading and most innovative manufacturers, is also a major launch pad for new product introductions.

“If it’s new and exciting, you’ll definitely see it at ProFusion,” promises Brian Young, Product Manager for Video & Production Technology at Vistek. “JVC, for one, has made ProFusion 2011 the time and place they plan to launch their new 4K camcorder. Yet the really big news is, and why professional videographers will not want to miss this show, JVC won’t have the only 4K there. Sony’s outstanding F3 and FS-100 will both be showcased.”

The 4K camcorder is new technology, and the Canadian premiere of JVC’s new model is just one of the many outstanding presentations at this year’s show, June 17 and 18 at the Toronto Congress Centre.

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About Vistek:

Vistek is Canada's largest, professional one-stop photo, video and digital imaging store and the choice of professionals for more than 30 years.

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