**NEWS RELEASE**

Create extraordinary



Effective: December 5, 2016

From:

VER

757 West California Avenue

Glendale, CA 91203

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

**Cineverse® is now VER Camera**

*Announcing new Camera prep facilities and complete production solutions in Los Angeles, Atlanta, Chicago, Miami, New Orleans, and New York*

Glendale, California: To support the diversification of productions shot throughout the US, VER has invested in state-of-the-art camera prep facilities and increased services across the country. VER’s signature Cineverse®service remains at the core of each facility, providing expert camera prep staff, lens technicians, camera engineers—and 24/7 technical support.

VER offers the largest inventory of top professional cameras and lenses in the world, backed by an experienced prep and engineering team who understand real-world production environments. An “if you need it, it’s at VER” attitude permeates the company. And if it doesn’t exist, chances are the company has the resources and know-how to design and build it. “Our goal is to provide the best equipment combined with deep technical expertise in one place so filmmakers can expand their creative vision, says Vince Pace, ASC, VER’s Executive Director of Camera. “By offering strategically located hubs with consistent service and the very best personnel, we find that crews appreciate their experiences so much they think of us wherever they’re working.”

VER headquarters in Glendale, California houses LA’s newest camera prep facility. The airy garage-style design, created by JSDA Inc, affords expansive space for cinema and television camera crews to do thorough equipment checkout. Ready for production of any size, there are 20 camera checkout bays, high-tech lens projection and sensor calibration rooms, video and audio prep, and hospitality and meeting areas, all with easy drive-up loading. Along with VER Camera, the spacious campus offers a state-of-the-art R&D lab, a machine shop to create custom gear, plus most other production gear including: lighting, audio, rigging, media servers and the world’s biggest array of LED panels--ready to create enhanced environments.

Opened earlier this year, VER Camera New York’s 18,000 square foot West Side space is equally impressive providing easily accessible prep space, and an experienced team in the heart of Manhattan.

Not to be upstaged is VER Camera Atlanta that caters to the Georgia film community and visiting production. Among a myriad of other assets, their showroom displays VER’s proprietary, content driven LED and green screen lighting system that’s been used in films like *Gravity* and *Fast and Furious 7*.

Going south, VER brings world-class equipment and deep expertise to the big easy at the New Orleans camera prep and service facility in the Elmwood/Jefferson Parish region. For those shooting in southern Florida, VER Camera Miami offers a comprehensive technical service department with lens calibration, projection and camera maintenance.

At the epicenter of the bustling Midwest, a brand new VER Chicago opened this month near Midway Airport. With numerous television episodics, features and commercials already underway, VER is carefully transitioning to their spacious new environment.

“Regardless of the region,” says Casey Starr, VER’s Executive Director of Television and Cinema, “each fully appointed facility offers a comfortable all-under-one-roof resource backed by an experienced local team with unsurpassed knowledge in multi-cam and cinema camera prep.”

New client-centered camera prep facilities are just the start. VER services all kinds of production from scripted and unscripted television, live events, and commercials to features big and small. Recent credits range from *The Voice*, *Veep, Chicago Med*, *Kevin Can Wait*, *Scandal, NCIS LA, NCIS New Orleans*, and *Greys’ Anatomy* to blockbusters including *The Jungle Book*, *Moonlight* and *Deadpool*.

For more information about VER visit: [www.ver.com](http://www.ver.com)

~~###~~

**About VER**

VER is a leading, global provider of production equipment and engineering support. With the world’s largest inventory of rental equipment, VER supplies the most advanced technology to a broad array of clients in the TV, cinema, live events, broadcast and corporate markets. Clients rely on VER’s depth of experience in Broadcast, Audio, Video, Lighting, LED, Cameras, Rigging, Media Servers, Fiber and more. With 34 offices across North America and Europe, 24/7 support, and unparalleled expertise, VER can support any live or taped production anywhere in the world.

####

For additional photos and other news, please go to [www.aboutthegear.com](http://www.aboutthegear.com/)

Information Prepared by Lewis Communications: [susan@lewiscommunications.net](mailto:susan@lewiscommunications.net)