**News Release**

Effective: June 25, 2024

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

**Matthews Studio Equipment Debuts Middle MAX™ Menace**

Extended Reach that Fits in a Van

The new Middle MAX™ Menace from Matthews Studio Equipment answers the need for unparalleled booming capabilities in a versatile, simple to use support that travels fully assembled inside a standard cargo van. Based on the same principals as the original Academy Technical Award-winning MAX Menace Arm®, Middle MAX is built to accommodate the rise of smaller production vehicles among image makers.

With a payload capacity of 150-lbs./68kg (80-lbs./36kg when fully extended) Middle MAX can arm into most locations to hold lights, reflectors, cameras or set dressing from its own compact base. In addition, it extends up to 5.49m/18-ft high and can lower to 1.83m/6-ft below grade. Middle MAX makes it possible to boom 36kg/80-lbs. while extended 3.66m/12-ft parallel to the ceiling~~!~~ This discreet support tucks neatly into a corner and counterbalances weight via two legs that are securely attached to the base for standard weight plates.

Prioritizing convenience of movement, Middle MAX features a hand truck-style steering handle and oversized 10”x3” puncture-proof tires to navigate studio floors or rugged terrain. For expanded usefulness, the self-leveling head accommodates 3 lock-off or fixed positions— Down/Up/Out as well as a self-leveling feature. The Middle MAX can be safely rocked back dolly-style by one user.

Due to its extremely stable base in closed position, moving Middle MAX over cables, carpet, cracks, dips and bumps is a breeze. At day's end, Middle MAX's loading height is just 162.5cm/64-in, for an easy fit into a 1-ton or similar sized vehicle.

Check out the Middle MAX video at <https://bit.ly/MiddleMAXVideo>

or see it at Euro Cine Stand #502

For more information visit: <https://www.msegrip.com/products/middle-max-menace-arm>

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**About Matthews Studio Equipment**

MSE now has over 55 years of success in the manufacturing industry—specializing in hardware, camera, and lighting support. Its equipment is being used on entertainment productions and in major studios in over 90 countries around the world. The company has been honored with two Presidential “E” Award for outstanding contributions to growing U.S. exports, strengthening the economy, and creating American jobs. Matthews has also been honored by the Academy of Motion Picture Arts and Sciences and the Academy of Television Arts and Sciences for Technical Achievement. MSE offices are located at their state-of-the-art manufacturing facility at 4520 West Valerio Street, Burbank, CA 91505. www.msegrip.com

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

Information Prepared by Lewis Communications.