News Release

From: Matthews Studio Equipment

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

**Matthews Showcases: Middle MAX™ Menace, Air Climber®, MICROGrip, & Litemover®**

**at NAB Booth** *Las Vegas, April 6-9*

Hollywood's original grip company is inviting competitors to stop by NAB booth #N2031 to take a swing at **Matthews' Great Grip Putt-Off** putting green obstacle course complete with riggable POV putters for a wow-em view and prizes for winners who clear the green.

Visitors can also check out the latest Matthews Studio Equipment professional grip and rigging gear. Must see items include: Middle MAX™ Menace, Litemover®, Air Climber® and the MICROGrip System–all designed to hold and position lighting and camera gear across the gamut.

On display two Middle MAX™ MenaceArms will work in a tandem goal post setup thanks to MAX 720 Pipe Adapters to support an array of small lights. Featuring benefits similar to the larger MAX Menace®, the more compact Middle MAX can travel fully-assembled inside a standard cargo van. With a payload cap of 150-lbs/68kg and amazing reach 5.49m/18-ft high and down to 1.83m/6-ft below grade, Middle MAX arms in to hold lights, reflectors, cameras or set dressing from its compact base.

MSE will also sport two Air Climber pneumatically controlled, modular grip and lighting stands which safely raise lights and camera rigs 25 feet/7.62 meters.The pair will be setup in goalpost configuration complete with a 20’ stick of truss. Atop it, will be a slew of fixtures: lightbanks, spots, and an overhead camera pointed straight down, as well as Grip Rail telescoping adjustable pipe mounting solution, in candlestick mode.

To show the most efficient and safe way to position popular lights and reflectors up to 220-lbs./100 kilos, Erno Das' Litemover, universal remote head, will run through its paces. Now more versatile, it will feature a new adapter for Creamsouce Vortex 24 mounted on Matthews' Low Boy Vator III Crank stand.

For mounting today’s industry standard moving lights from Chauvet, Elation, Martin, Robe, etc, and all popular industry stands and lifts there's MSE's new “Cotone Mount” Moving Light Stand Adapter. This rugged mount converts a standard Omega Bracket to a 1-1/8” Jr Pin or 5/8” Baby Receiver, ready for quick and secure mounting on standard grip equipment.

Broadcasters who think small, can see Matthews' **MICROGrip** accessories, a simple solution to holding and positioning tiny shooting equipment. Options include a full-featured MICROGrip head (1.25"/32mm dia.) and tapped 3/8" /0.95 cm rods of various lengths, optomized for tabletop and miniature work. Plus debuting at the show will be two new nail-on mounting plates for even more versatility.

To Get NAB passes or for more information visit: [www.msegrip.com](http://www.msegrip.com)

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

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