Come one, come all to the PERG General Membership Meeting at NAB 2016

This year’s membership meeting will be jam packed with topics of interest to rental houses. We hope members and non-members alike will come join us (http://event.pingg.com/PERGNAB2016)

As always the meeting starts with refreshments and an opportunity to relax and chat with peers. We’ll open the presentation with a panel featuring Tony Carmean (Aerial Mob) and Derek Hammer (Camera Bee), drone operators based in Los Angeles and Indianapolis respectively. Their topic: what rental houses need to know about Unmanned Aerial Vehicles (UAV).

William Clark, from the FAA, will join us to speak about the new shipping requirements for lithium-ion batteries. A representative from Anton Bauer will also join that discussion.

New York police detectives Martin Pastor and Anthony Dias will be available to meet members. We’ll wind up the presentation by presenting a very special award of recognition. We are expecting a great turn out. We look forward to seeing you there!

A SPECIAL THANKS TO OUR SPONSORS

2016 ANNUAL SPONSORS

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EVENT SPONSORS FOR NAB

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Rental Guard Report

NAB 2016 marks the second anniversary of ESTA’s upgraded Fraud and Theft tracking system, now known as Rental Guard (missingequipment.org). We are happy to be able to share some of the data we’ve collected over the past 24 months in the charts that follow. The data provides some interesting insights. Perhaps the most striking observation is that the past 12 months have seen a steep decrease in the number of fraud cases (theft by rental).

See Figure 1. There are many possible factors that could have contributed to this including: arrests in the U.K. in January of 2015, an increase of awareness and vigilance by rental houses, and, we hope, the existence of Rental Guard’s alert system. Unfortunately we do not yet have data to determine if this one-year decline represents a trend. Only time will tell.

The data also shows that theft from sets and from vehicles (combined) increased and now represents the majority of incidents. In other words, the greatest chance of theft occurs while equipment is in the hands of customers. A security video recently obtained by PERG from the New York police demonstrated how criminals target production vehicles and steal equipment in broad daylight, in public.

We see an opportunity for rental companies to play a key roll by reaching out to production personnel and helping to increase the level of awareness. We encourage all rental houses to distribute PERG’s “Please Help Stop Equipment Theft” flyer at the beginning of every rental (see page 4). We have shared the flyer with the AICP and other groups, and it is a great way for your company to start a conversation with customers, and for them to begin to understand the extent of this epidemic problem and what it could mean for their production.

The flyer is also available for download at: http://www.esta.org/PERG/Initiatives/docs/PERG_equipment_theft_flyer.pdf.
THIEVES GET UP EACH DAY AND LOOK FOR WAYS TO STEAL YOUR GEAR

Rent Guard

Is designed to help our industry fight back.

It's a worldwide network that enables you to:

- Check out new customers using independent references
- Share information on questionable customers
- Report stolen equipment to a searchable database
- Receive stolen equipment alerts

www.missingequipment.org

Join the ESA RENTAL GUARD NETWORK


www.panavision.com
Would you leave $250,000 (of anything) in an unattended vehicle? Theft from vehicles and sets accounts for more than half of all equipment theft.

Theft is an Industry Epidemic
Incidents reported to Rental Guard in 2014-2015:
- Over $8 million dollars of stolen equipment (est. value)
- Incidents in 23 cities worldwide, and in 13 U.S. states
- 32 incidents in Los Angeles and New York alone
- Losses from a single incident exceeding $280,000

Theft hurts everyone. It disrupts production schedules, affects insurance rates and rental rates, and reduces availability of hard-to-replace equipment.

Our industry can no longer afford to be a soft target. You can help.

What You Should Know
- Do not leave equipment unattended in a vehicle. Minimal security measures, such as vehicle door locks, pad locks or lift gates, are entirely inadequate to deter a professional thief who is targeting high-value equipment.
- Criminals know the value of gear. They have walked into filming locations and taken cameras and lens cases right from the staging area. They will follow a vehicle from the rental house and wait for an opportunity to break into (or steal) it when it is unattended or parked overnight.
- Drivers should plan trips to avoid stops, such as for food or gas, when transporting high-value equipment.
- When shooting on location with public traffic (such as a restaurant on a busy city street), assign responsibility for watching over high-value gear and preventing intrusion by the public.
- Some short-term insurance policies exclude theft from an unattended vehicle. Be sure you’re covered.

Police Recommendations
- A truck should be considered a means of transport only, not security. Security must be provided at the location where the truck is parked.
- High-value equipment should be removed from the vehicle whenever appropriate security cannot be provided.
- As an alternative, high-value items could be locked inside a safe or welded cage within the vehicle.
- Parking security should be assessed and vetted (locked gates, guard on duty, video, lighting?).
- Using a “bonded lot” provides absolutely no protection against theft.
- Do not rely on the lift gate to provide security. The lift gate is almost always operable without the keys to the vehicle. (Some vehicles have a kill switch in the cab.) Another security weakness is trucks that have a cargo area that is accessible from the cab.
- Vehicles that are painted with a company name or logo may raise the risk of break-in, as it draws attention to vehicles likely to contain expensive equipment.

If you suspect that a piece of equipment you are working with is stolen, check the RENTAL GUARD website and contact ESTA. Reporting stolen equipment and searching the database is free. If equipment is stolen from your shoot, have the equipment owner report it to RENTAL GUARD. You’ll be doing them and the industry a favor.
ALLIANZ

From the red carpet to the stage or the screen, Allianz Global Corporate & Specialty provides innovative entertainment insurance solutions and flexible risk services to meet the needs of the Entertainment industry worldwide.

Since the silent film era in the 1890s, Allianz has insured thousands of films for the industry’s top studios. With more than 100 years of entertainment insurance dedication, we insure a broad portfolio of risks including Hollywood blockbusters, independent films, music tours, festivals and other live events.

We are proud to be the recognized leader in film and entertainment insurance. Our centers of expertise in the US, Canada and the U.K. combined with a local presence in close to 200 Allianz locations around the world means we have the reach to work with productions and live events wherever they may go.

Our division comprises more than 60 specialist Entertainment underwriters, claims adjusters, auditors and safety experts averaging 25 years of experience in the industry. At Allianz Global Corporate & Specialty we insure a variety of events and productions for many of the hottest acts and top film producers — whether a live performance or with cameras rolling on location across the globe.

Apart from entertainment insurance solutions, Allianz provides unique risk solutions for property, casualty, aviation, energy, marine, financial lines and mid-corporate risks as well as international insurance programs. Taken together, our expertise, global reach and superior network make AGCS an industry leader in providing first-class insurance and risk management services to corporate clients and mid-sized businesses.

OUR SPONSORS HAVE SOME EXCITING PRODUCT ANNOUNCEMENTS AND EVENTS PLANNED DURING THE NAB SHOW.

CAMEO PRODUCTION ACCESSORIES & PROBLEM SOLVERS

AbelCine’s Cameo digital cinema accessories are designed to make connections between cameras, lenses and related accessories. Offering a high level of both quality and value, Cameo products streamline camera related workflows by providing the essential “glue” that makes all the elements work together.

Current Cameo products include a V-lock kit, VESA mount, LANC cables, and lens donuts, with additional products to be introduced at NAB.

View the full Cameo lineup at www.abelcine.com/r/cameo and at AbelCine’s NAB booth #C9515.
For more information, contact Moe Shore, mshore@abelcine.com.
BLUEBIRD EXPRESS / SUPPLY CHAIN INTEGRITY

The Bluebird “Bluetracker” offers Cloud-hosted Real-Time monitoring and tracking. Offering technology, intelligence, and support you need to create the most visible, secure, and reliable supply chain operation available. Allows Bluebird to customize security protocols and track cargo in Real Time to meet your supply chain security needs.

FAA-compliant cargo tracking devices feature the most advanced GPS, A-GPS, cellular, satellite, and RF technology available. Coverage is available around the world. Complete cargo tracking includes approved route fencing, automatic position updates, near-real-time alerts, device monitoring, and more.

- Provides notification and / or alerts for the following protocols:
  - Origin departure and destination arrival
  - Distance from origin and distance to destination
  - Location departure and arrival
  - Temperature / Light / Shock / Motion / Pressure
  - Low and critical battery
  - Stationary and moving after stationary
  - Perimeter and route entry/exit

Bluebird can help you take command of your supply chain and operations—increasing visibility of your valuable assets—to mitigate risk, proactively improve quality control, and distinguish yourself from the competition.

Raymond Boccia / Bluebird Express / rboccia@bluexps.com

CHROMA-Q® SPACE FORCE™ - THE NEXT FRONTIER IN SPACE LIGHTING

Chroma-Q® is excited to introduce its innovative new Space Force™ LED fixture - the next frontier in space lighting. The Space Force is a cutting-edge variable white LED fixture source that is a true alternative to conventional space light and soft light sources commonly used in film and TV studios around the world.

With a high degree of efficiency, the fixture is natively single source, removing the need for skirts or silks to diffuse the light. Designed for lighting stages and studios, the Space Force emits a high quality of even, soft light which is CCT tunable between 2,800K and 6,300K.

As a result of its low profile, lightweight (only 8 kg / 17.6 lbs) and skirt-free design, the unit is quick and easy to set up at any height. Taking advantage of Chroma-Q’s proven track record developing award-winning, high performance LED lighting solutions for more than a decade, the Space Force utilises state-of-the-art LED technologies and manufacturing techniques to deliver superior unit-to-unit consistency, reliability and performance.

The fixture’s impressive feature set also includes fanless, totally silent operation; output comparable to a traditional 6kW fixture (up to 26,700 lumens); variable PWM flicker-free operation; extensive RDM functionality through wired or the optional LumenRadio CRMX connections; and a choice of mounting options including a standard bridle or optional yoke and low-profile hanging bracket.

For more information, visit www.chroma-q.com/space-force
The new Cine battery series will make its North American debut at NAB 2016

Shelton, Conn. (March 14, 2016) - Anton/Bauer (Vitec Group) is proud to announce the North American debut of the new CINE battery series at NAB 2016. The new CINE series continues the brand’s history of producing the industry’s most powerful and durable batteries.

Director and Director of Photography Phil Holland used the CINE battery to power the new RED Weapon 8K camera in one of the first 8K projects in the world.

“Using the Anton/Bauer CINE 150, we got about two and a half hours of run time for the new RED Weapon . . . We only had one chance to get the shot because [of the the subject matter and could not afford any] major camera down time. Between the long run time and the CINE batteries compact size, we were able to shoot all day and get the camera in places that would’ve been impossible with a larger battery.”

The CINE series is small, lightweight and acts as a natural extension of the camera while also incorporating Fuse Link technology, a connection technology that vendors developed as a result of Tesla Motor research efforts. Fuse Link technology provides an added protection circuit which – in the case of a cell anomaly – provides protection to surrounding battery cells, preventing catastrophic damage if a single cell is affected by severe impact, puncture or thermal runaway. The battery line also features multiple sensors to detect temperature and over-current states, ensuring optimal battery performance during regular use.

Vitec Videocom – advancing the quality and science of media production.
The IATA and FAA have published the new requirements for shipping lithium-ion batteries. The rules are complex, but it boils down to some simple facts for rental houses:

- Rental companies must now ship lithium-ion batteries as Class 9 Miscellaneous Dangerous Goods, either by using the services of a courier or freight forwarder that is certified for Class 9 shipping, or by having someone on their staff get trained and certified.

- Lithium-ion batteries can no longer be cargo on any passenger flight. This means that even if you ship via Fed Ex, UPS or DHL, the courier cannot utilize passenger carriers for these shipments (which they often had before). There are far fewer flights and the consequence may be that shipments may take longer.

- Batteries must be shipped at a state of charge of no more than 30%. This is a hard one, as rental companies who ship regularly have to find a way to systematically discharge batteries quickly in time for shipments.

- Rental companies need to provide guidance to their customers about shipping equipment back to the rental house.

Panavision has shared two documents (see pages 9-12) that cover the new shipping requirements about as concisely and simply as it is possible to do. The documents are also available on the PERG website at: [http://www.estar.org/PERG/Initiatives/lithium-ion_batteries.html](http://www.estar.org/PERG/Initiatives/lithium-ion_batteries.html).
Are you shipping a Lithium Ion battery?

Yes

What type of equipment are you shipping?

OR

Spare Batteries, No Equipment (considered “bulk”)

Trucks & Automobiles

Cargo Aircraft

Batteries contained WITH the Equipment

OR

Batteries contained IN the Equipment

Trucks & Automobiles

Cargo Aircraft

30% or less State of Charge not required

OR

Passenger Aircraft

Passenger Aircraft Carry-On

Exception: batteries contained with equipment may be in carry-on luggage, but are permitted for PERSONAL USE ONLY

Passenger Aircraft Checked Luggage

Standalone or bulk quantities of Lithium Ion batteries are PROHIBITED as cargo on passenger aircraft

Acceptable Methods of Delivery

IATA Shipping Regulation for lithium ion batteries contained WITH equipment:

UN3481
Packing Instruction 966
Section II

(Panavision does not support this method of shipping)

IATA Shipping Regulation for bulk shipments of lithium ion batteries:

UN3480
Packing Instruction 965
Section 1B

IATA Shipping Regulation for lithium ion batteries contained IN equipment:

UN3481
Packing Instruction 967
Section II

Trucks & Automobiles

Cargo Aircraft

30% or less State of Charge not required

Information to provide to customers who may be traveling on passenger aircrafts can be found on Panashare.

It is important to understand that each individual airline has its own requirements for shipping lithium batteries. You should contact the airline directly with any questions regarding the safe transportation of lithium batteries.

There are no restrictions for shipping Nickel Metal Hydride or Sealed, Non-Spillable Lead Acid batteries. Proceed with shipping.

NOTE: Nickel Cadmium (NiCad) batteries are prohibited in Europe and the United Kingdom.

www.panavision.com/batteries

PANASHARE: Safety and Compliance > Batteries

http://phmsa.dot.gov/safetravel/batteries

Panavision Guidelines for Safely Transporting Lithium Ion Batteries

June 2015; Revised March 2016
Panavision Guidelines for Safely Transporting Lithium Ion Batteries
June 2015; Revised March 2016

IATA Shipping Regulation for bulk shipments of lithium ion batteries: UN3480 Packing Instruction 965 Section 1B

Cargo – Domestic & International – Land Transportation

Do not put any unprotected Li batteries in any equipment case.
• Equipment must be securely packed.
• Batteries must not be free to move within the case.
• Batteries must be individually protected to prevent short circuits or unintentional activation (such as taping over exposed terminals or placing each battery in a separate pouch).
• Batteries must be equal to or less than 100 Wh.
• No more than two batteries per case.
• The batteries must be certified under UN testing requirements (no aftermarket knock-offs).
• You may include more than one battery on a camera and two spares in the case, however, the maximum weight of batteries in the package may not exceed 5 kg (11 lbs).

• Continue using the Panavision yellow LBC shipping cases. No changes to this procedure.
• A Lithium battery insert must accompany every shipment. If batteries are being shipped in the yellow LBC cases, the required insert is glued to the inside lid of the case. Note: If a yellow LBC is not used, the accompanying document can be found in Panashare > Safety and Compliance > Batteries folder > “Lithium Battery Insert (generic form)”

• Requires Class 9 Shipping as Hazardous Materials, including Hazard Label
• Must have all required hazardous shipping documents

• The shipping case must include the required Lithium ion battery handling mark
• Warning label must be affixed to the outside of the package.
• ALERT: You must remove this label if there are no Lithium ion batteries in the case.

Cargo – Domestic & International – Air Transportation

• Follow the procedures for Land Transportation, plus:
• Batteries must not be more than a 30% state of charge
• MUST use the “Cargo Aircraft Only” labels to ensure shipment on Cargo Aircraft.
• Batteries are BANNED as cargo on passenger aircrafts.

This information is provided for general informational purposes only, and should not be construed as legal advice on any subject matter. It is important to understand that each individual airline has its own requirements for shipping lithium batteries. You should contact the airline directly with any questions regarding the safe transportation of lithium batteries. We disclaim all liability for actions you take or fail to take based on any content on this handout.
2016 Guidelines for Shipping STAND-ALONE Batteries

- Follow these guidelines when an LBC (yellow case) is not available, and
- Shipping production, crew-owned and/or personal STAND-ALONE Batteries (including batteries purchased in the Panastore)

1. Each battery must be packed in inner packaging that completely encloses the battery: individually bubble-wrap each battery or insert one battery into a zip-lock bag.
   - A battery can not touch any other item in the package, including another battery.
   - The weight of the batteries contained in the package can not exceed 5 kg (11 lbs). The entire package cannot exceed 10 kg (22 lbs).
   - Batteries must be packed to prevent damage to battery or shifting of the contents.
   - Note: multiple batteries enclosed in a single form-fitting “retail ready” blister pack are acceptable to be shipped as-is.

2. Required Documentation
   Each package must be accompanied with an informational document that must state the following:
   - The package must be handled with care because a fire hazard exists if it is damaged
   - Special procedures are to be followed if the package is damaged, to include inspection and repacking if necessary
   - A telephone number that will be answered if freight forwarder needs additional information

3. Required Labels must be affixed to the outside of the package:
   - Lithium ion or Lithium metal battery handling label
   - Hazardous Materials, Class 9 label
   - And, if transporting via air, the “Cargo Aircraft Only” label is also required. Stand-alone batteries must be in a 30% or less State of Charge if travelling via air.

For more information, visit www.panavision.com/batteries

This information is provided for general informational purposes only, and is not intended as legal advice. You should consult with your own legal and other advisors with any questions or concerns regarding the safe transportation of lithium batteries. We disclaim all liability for actions you take or fail to take based on any content on this handout.
Information for Individuals who may be Traveling with Equipment on Passenger Aircrafts.

Please be aware that as of April 1, 2016, lithium ion batteries must now be shipped as Class 9 Dangerous Goods, and a restriction has been implemented on the bulk (three or more) shipment of UN3480 lithium ion batteries as cargo, including checked luggage, on passenger aircraft.

### Passenger Aircraft Carry-On

**Permitted:**
- Battery installed in a device (such as a laptop or cell phone) up to 100 watt-hours.
- Battery installed in a device between 100 and 160 watt-hours may be permitted; operator approval required in advance of travelling.
- Spare battery, not installed in a device, up to 100 watt-hours.
- Up to two spare batteries, not installed in a device, between 100 and 160 watt-hours may be permitted; operator approval required in advance of travelling.

**Forbidden:**
- Batteries over 160 watt-hours are forbidden on passenger aircraft.

**Do not put any unprotected spare Lithium ion or Lithium metal batteries in any package/case.**
- Equipment must be securely packed.
- Batteries must not be free to move within the case.
- Batteries must be individually protected to prevent short circuits or unintentional activation (such as taping over exposed terminals or placing each battery in a separate pouch).
- Batteries must be equal to or less than 100 Wh.
- The batteries must be certified under UN testing requirements (no after-market knock-offs).

### Passenger Aircraft Checked Luggage or As Cargo

**Permitted:**
- Battery installed in a device (such as a laptop or cell phone) up to 100 watt-hours.
- Battery installed in a device between 100 and 160 watt-hours may be permitted; operator approval required in advance of travelling.

**Forbidden:**
- Spare batteries, not installed in a device, up to 160 watt-hours, are forbidden.
- Batteries over 160 watt-hours are forbidden on passenger aircraft.

**Do not put any unprotected spare Lithium ion or Lithium metal batteries in any package/case.**
- Battery must be integral to the equipment (i.e., laptop or cell phone).
- Equipment must be securely packed.
- Batteries must not be free to move within the case.
- Batteries must be individually protected to prevent short circuits or unintentional activation (such as taping over exposed terminals or placing each battery in a separate pouch).
- Battery must be equal to or less than 100 Wh.
- Battery must be certified under UN testing requirements (no after-market knock-offs).
- **Lithium ion warning label** must be affixed to the outside package.

For more information: visit http://phmsa.dot.gov/safetravel/batteries

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This information is provided for general informational purposes only, and should not be construed as legal advice on any subject matter. It is important to understand that each individual airline has its own requirements for shipping lithium batteries. Passengers should contact the airline directly with any questions regarding the safe transportation of lithium batteries. We disclaim all liability for actions you take or fail to take based on any content on this handout.
**PERG Sponsorship Opportunities for 2016**

There are two ways to sponsor: **Annual Sponsorship** or **Event Sponsorship**.

### Annual Sponsorship

Platinum Annual Sponsor (1 available): **$10,000**
Annual Sponsor **(SOLD OUT)**: **$4,400**

As an Annual Sponsor your company logo appears on the signage/projections at every PERG event throughout the year. Your logo appears on every event invitation and on the RSVP web site. Your company receives a verbal thank you at all the events. Your company name is listed in all event press releases and articles. Lastly, before NAB and Cine Gear we send our members an email blast highlighting the product announcements and events of our sponsors.

**Annual Sponsors also receive the following exclusive benefits:**
- Access to PLASA database
- PERG Newsletter: logo with link, photo and 250 words or 1/2 page ad
- Banner on PERG website
- Name in special recognition ad in Protocol magazine
- Placement of literature at event
- Annual Sponsors’ logos appear above event-specific sponsors under special banner
- Platinum Annual Sponsor receives top billing and logo placement for all events

Payment may be made in one lump sum due Feb 1st 2016, or we can invoice in four payments due four weeks prior to each event.

### Event Sponsorship

Chose specific PERG event(s) to sponsor:

**Oktoberfest**—New York, end of October **(SOLD OUT)**: **$1500**
**Cinco de Mayo**—Los Angeles, end of April **(SOLD OUT)**: **$1500**
**NAB**—PERG General Membership Meeting **(1 available)**: **$700**
**Cine Gear**—PERG booth/event **(4 available)**: **$700**

As an Event Sponsor your company logo appears on signage/projections at the event. Your logo appears on the event invitation and on the RSVP web site. Your company receives a verbal thank you at the event. Your company name is listed in press releases and articles associated with the event. Before NAB and Cine Gear we send our members an email blast highlighting the product announcements and events of our sponsors.

**Event Sponsors receive the following additional benefits:**
- Name on PERG webpage for event
- Event Sponsor’s logos are displayed at the same size as Annual Sponsors’ logos

Payment due four weeks prior to the event.
PERG Member Resources

RENTAL GUARD –
http://www.missingequipment.org

AICP/ESTA Sample Terms and Conditions –
http://www.esta.org/PERG/Initiatives/terms.html

ESTA Job Board – A full-featured employment resource.
http://jobboard.esta.org/
  • Job postings
  • Resume search
  • Self service management of postings
  • Notification of new candidates with the qualifications you are looking for.

Members receive one free job posting on the new job board.
Additionally, members receive 25% off subsequent purchases using your member discount code. Contact membership@esta.org for information.

Media cards and storage devices are commonly returned with sensitive images still on the device. PERG brought together representatives from every side of the industry to discuss the issue and created the Recorded Content Disclaimer and the Media Handling Guidelines for Rental House Employees.

Membership Benefits – http://www.esta.org/join/membershipbenefits.html
Take full advantage of your PLASA membership.

PERG Website – http://www.esta.org/PERG/
Learn about upcoming and past PERG events and programs. Connect to other members.

Become a Member – http://www.esta.org/join/membershipbenefits.html
Please contact Harry Box (harry.box@esta.org) to learn more about joining ESTA as a PERG member. Join the growing international network focused on the challenges and opportunities faced by professional rental companies in the film, television and commercial production market.

Save Money with American Express
ESTA is delighted to welcome a program with American Express which will offer members the low rate of 2.8%. If you already accept American Express and want to lower your rate, or if you would like to begin accepting American Express, email Frances Thompson (frances.thompson@esta.org).

Help Your Colleagues in Need
Learn more about Behind the Scenes – a charity that provides grants to entertainment technology professionals who are seriously ill or injured. See the video, Behind the Scenes: In Their Own Words, an informative and moving testament to the success of this unique charity. If you know of someone in need please tell them about Behind the Scenes. Visit http://www.behindthescenescharity.org.