



Audix acquisition

Audio capture is an essential part of video creation as it enhances the quality of the content. Vitec's acquisition of Audix in January 2022 accelerated its audio strategy, bringing specialist R&D and manufacturing capabilities to enable the Group to design and build on-camera microphones in-house. Vitec's audio strategy addresses three core market segments:

JOBY is dedicated to on-camera sound, for vloggers and social media influencers. We launched five new models in the WAVO range in January 2022, including the flagship WAVO PRO, a wireless and podcaster microphone.

Rycote serves the growing broadcast and production market. 2021 saw new product innovations including the Nano Shield series and Rycote's first professional broadcast shotgun.

Audix is our premium brand, focused on professional studio and live applications.



Savage acquisition

The growth in production of digital content for the internet is expected to continue as digital commerce advances. This means that high-quality digital content – both video and still images – is more important than ever.

Imaging's leading position in studio accessories was further enhanced during 2021 with the acquisition of Savage Universal. Our range of backgrounds and essential lighting accessories is now the most comprehensive available, and includes Manfrotto Chroma Key backgrounds, perfect for vloggers and film-makers experimenting with green screen techniques.



New Manfrotto Move ecosystem delivers speed and versatility to film-makers

Professional film-makers and ICCs are demanding ever-more innovative solutions to help them quickly and easily create dynamic content.

Manfrotto's new Move ecosystem enables film-makers to build their desired shooting platform in a modular way. It's remotely controlled which makes changes to set-up quick and easy opening-up a whole new world of shooting opportunities.



Out of all the gear I've used, this is definitely the quickest to transfer a camera from a gimbal, to a tripod, to a slider! You can move in seconds where it would normally take four to five minutes.

Devin Supertramp
Professional videomaker

