



News Release

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For Immediate Release:

Will-Burt to Launch 3 New products at NAB 2015

New Low-Profile mast range, IP68 rated Positioners and Maintenance-free Compressors will be launched at the trade show

April 6, 2015

The Will-Burt Company, world leader in mobile elevation solutions, will introduce the all new Low-Profile Telescopic Pneumatic Mast designed for today's smaller ENG vehicles at the NAB Show in Las Vegas, Nevada April 13-16. Will-Burt will also introduce a new line of Pan and Tilt Positioners and Air Compressors which can all be seen at booth C3205.

The innovative Low-Profile Pneumatic Mast is a new design developed and manufactured in the USA by Will-Burt. Created to meet the evolving needs of the ENG vehicle builder, this mast dramatically reduces the collar stack height of traditional masts, delivering a lower nested height well-suited for the smaller Ford Transit and Nissan NV vehicles. Will-Burt has retained the field-proven two key design that has been the standard bearer for accuracy and transmission quality. A new integrated locking payload top plate, minimizes payload movement while the mast is stowed and the vehicle is in motion.



The value, benefits and innovation brought forth by the maintenance-free Low-Profile Pneumatic Mast are backed by Will-Burt's five year warranty.

"Will-Burt continues to lead the mobile elevation industry with innovative new products that address the evolving needs of our customers," said Jeff Evans, Will-Burt's President, CEO and Chairman. "The Low-Profile Pneumatic Mast is the second major mast platform we have

introduced in the past twelve months and our customers can be assured that we will continue this pace of innovation in order to continue to earn their business.”



Will-Burt will also launch a new line of pan and tilt positioners at NAB. ‘PositionIt’ is available in two variations. Both the 100 lb. and 50 lbs. models are designed to deliver the pointing accuracy needed by the broadcast industry. The maintenance-free design carries an IP 68 rating which keeps water and dust out of the unit so performance is maintained for the life of the product. Backlash is minimized with precision turned and milled components with ball races on major axes.

Regenerative braking on the motor shaft ensures smooth operation. PositionIt operates using Pelco-D commands making integration into control systems easy and trouble-free. Will-Burt offers a Pelco-D controller and keyboard with presets and a PC control option to further simplify operation.



Lastly, Will-Burt will be introducing an entirely new line of air compressors for its pneumatic masts. The compressors are oil-free and maintenance-free and each comes in a protective enclosure. They are available in a variety of voltages to meet the requirements of the worldwide markets Will-Burt serves. Finally, each compressor includes a hand-held controller that safely operates the compressor.

About The Will-Burt Company:

The Will-Burt Company (www.willburt.com), located in Orrville, Ohio, USA, is the world's premier manufacturer of mobile telescoping mast and tower solutions. We offer virtually every payload elevation and integration solution from the three top brands; Will-Burt, GEROH and Integrated Tower Solutions (ITS) – for military, fire, cellular, broadcast, entertainment and other applications. Will-Burt also designs and manufactures military and other shelters made of all-composite materials that deliver higher performance at lower life cycle cost than metal or partial composite shelters. Will-Burt's LINX security solutions provide integrated access control and intrusion detection certified to protect critical assets. Will-Burt offers a variety of metal fabrication and manufacturing services backed by an ISO 9001:2008 certified quality system. Incorporated in 1918, Will-Burt is 100% employee-owned and is classified as a small business.