

# Primetech begins 2018 on a roll with broadcast of award-winning TV series 'Into The Fire' featuring company's heat resistant HD helmet cameras

Primetech has begun the New Year on a high note, with the broadcast of the new reality TV series 'Into The Fire' beginning on January 8, filmed using 70 Primetech-supplied FireCam OnCall HD cameras. The series is being shown on UKTV's Really channel on Monday nights (and repeated at other times).

In December last year the 'Into The Fire' series won the Project of the Year award for West Midlands Fire Service, Primetech and IMG Productions (the production company that made the series) in the Excellence in Fire and Emergency awards (run by *FIRE* magazine).

'We are absolutely delighted to have been involved in supporting the West Mids Fire Service and IMG teams who were involved in making this brilliant, ground-breaking and award-winning series,' said Henry Walker of Primetech. 'As the first programme, broadcast on January 8, showed, firefighters do an incredible job on a daily basis in all sorts of challenging situations, from attic fires in a house (with a python), to terror attacks and community building exercises.

'We were also very delighted to see the heatproof FireCam OnCall High Definition helmet cameras performing so well. These are giving audiences a very realistic, up-close-and-personal sense of just how dangerous the

situations are that firefighters find themselves in on a daily basis.

'Primetech is now offering even higher definition (4K) versions of the FireCam OnCall range of helmet cameras, in which fire services are showing growing interest.

Another product range that is generating increased interest among fire services in 2018 is the Primetech MultiPod, fitted with an application-specific firefighting system. These are being considered for use as Arson Reduction Team vehicles (one of many roles for which the highly flexible MultiPod is well suited).

'With some parts of the country reporting arson attacks occurring on average every 74 minutes, fire services are now looking at the MultiPod system as a lighter, agile, cost saving response vehicle option that doesn't tie up resources that could be better deployed for other types of incidents. Smaller vehicles, such as the Ford Ranger, DMAX and HiLux, on which the MultiPod is carried,



70 Primetech-supplied FireCam OnCall heat resistant helmet cameras were used to film the reality TV series 'Into The Fire', currently being shown on Monday nights on the Really channel. In December last year the series won the Project of the Year award for West Midlands Fire Service, Primetech and IMG Productions (the production company that made the series) in the Excellence in Fire and Emergency awards (run by *FIRE* magazine).

are also able to negotiate through badly parked traffic more easily, meaning that they can arrive at locations quickly. When seconds count, this can be a critical factor in speed and efficiency of operational response.'

Primetech's MultiPod is also undergoing a revamp in 2018, with a lighter version being

released in the first quarter of the New Year. This will also feature the option of a new, flexible misting system.

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Primetech's MultiPod, fitted with ColdCut Cobra or misting systems, are being considered for use as Arson Reduction Team vehicles (one of many roles for which the highly flexible MultiPod is well suited). A lighter, revamped version of the MultiPod is being launched in 2018.

'Into The Fire' is being shown on UKTV's Really channel on Monday nights at 10pm (and repeated at other times).

