



CLIENT HIGHLIGHT



MOTOCRANE



THE NEED FOR HARDWARE SPEED

TECH ADVANCES IN HIGH-SPEED CINEMATOGRAPHY

The Challenge: MOTOCRANE LLC.

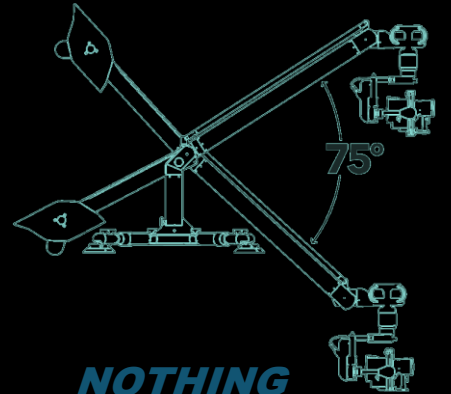
MotoCrane is a powerful, highly adaptable cinematography rig which can be mounted to any vehicle for smooth, flexible videography on the road. The small Minnesota company built of artists and engineers was tired of resorting to rudimentary, back-of-the-truck, shaky filming technique to realize their artistic visions. Thus, MotoCrane teamed up with Breadware to create robust, adaptable hardware and firmware for operation of a mechanical rig and IOT mobile application interface.

“The days of unsafe, uncomfortable, and uninspiring shoots are over.”

The Bread Solution



MotoCrane has a wealth of experience in cinematography, industrial design, and mechanical engineering. However to achieve their ambitious development goals, MotoCrane needed electronic development to bring their cinematography rig to life. Breadware provided MotoCrane the tools and the guidance to build their first two full-feature MotoCrane units complete with an IoT app interface. The MotoCrane is an extremely adaptable, robust, and rugged system allowing users to use the MotoCrane app to seamlessly and safely control the 5-axis system at high speeds and in a variety of weather elements to capture the perfect shot!



**NOTHING
STANDS BETWEEN
YOU AND YOUR
CRAFT**



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