

Operational review

Imaging Solutions/continued

Case studies



To record football effectively, you need good, stable tripods and Vitec has been a critical partner, providing high volumes and customisations to suit Veo.

Kawus Nouri

VP Product, Veo Technologies

Social media growth fuels JOBY innovation

In 2021, JOBY launched a range of new products for beginners to professional content creators, for smartphones and cameras. New products include the flexible PodZilla tripod range, the first Apple MagSafe phone mount series and a fun range of changeable feet from GorillaPod.

Production of the premium JOBY GorillaPod was successfully relocated from the Far East to Italy, expanding the highly efficient manufacturing capabilities located in Northern Italy (Feltre). This reduces the distance to European and American markets, strengthens the supply chain and lowers the environmental and carbon footprint.



Growth in Manfrotto and Avenger Lighting and Sports Solutions

Imaging Solutions' Lighting business is seeing significant growth and is now the second largest category in the Division. The increase in demand for original content for scripted TV, cinema and streaming platforms has created an unparalleled demand for film production equipment, including our Manfrotto and Avenger Lighting brands. In addition, the demand for lighting supports in the global sports analytics market – from companies like VEO, Hudl, Pixellot and Movensee – has also grown significantly, benefitting our Manfrotto supports and bags.

Veo is a portable sports camera solution that enables sports teams to record and analyse matches and training sessions without the need for a camera operator. The camera is mounted on the Manfrotto tripod and records the entire sports pitch.

