

Core SWX Delivers The Power To Create





Innovation and Problem-Solving Guide Core SWX In Battery Development

Finding the best way to power video cameras and camera accessories drives Core SWX.

Before a camera sensor can ever image, a light can illuminate a scene or a microphone can pick up audio, there's a basic question all video producers must first answer. What's the best way to power their video cameras and production accessories?

Core SWX has made answering that question its Pole Star for nearly a decade as it's poured countless hours into designing and building innovative, technology-focused batteries and power solutions that solve the everyday problems of videographers, news photographers and digital cinematographers.

As company founder and CEO Ross Kanarek sees it, that's the fundamental mission of Core SWX. "We see ourselves as a critical cog in the production market," he says. "We want to offer the proper solutions that work well for our clients and give them a way to maximize their ROI while consistently having a great experience using our products."

Since 2014 when it unveiled its first Hypercore battery, the company has gained a reputation both domestically and around the world for being first to market with innovative power solutions. For example, at the time of the battery's introduction, a 98 watt hour battery was a 12-cell product—a function of how much power each battery cell holds.

Three years later, when the company released its Core SWX Hypercore 9 Mini lithium-ion battery the same watt hour capacity was available in a super compact form factor from eight battery cells—an innovation made possible by the company's penchant for "keeping an ear to the ground on new battery cell technology" development, says Kanarek.

"The professional and cinematic video market is probably the fourth largest market when it comes to battery consumption—with the first being EV, then power tools," he explains. "We're constantly looking at that market—and sometimes the consumer electronics market—to find the best technology and see if we can integrate it into our products."

Beyond watt hours, Core SWX has led the professional video and cinema power market with other innovations, such as being the first to market with USB A connections on batteries to charge mobile devices as well as iPad power connectivity. More recently, it led the market in field firmware upgradability and being user-serviceable and easy to monitor via a cell phone with integration of Near-Field Communication (NFC) and RFID support.

"It's all about trying to make the lives of users—the production companies—easier and giving them one less thing to worry about," says Kanarek.



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CURRENT INNOVATIONS

Core SWX launched 21 new products at the recently concluded NAB Show in Las Vegas. Among them is the new Powerbase EDGE Link, the successor to the Powerbase EDGE, which was released in 2018 and has proven to be very popular with Blackmagic Design Pocket Cinema Camera 4K shooters.

The new Powerbase EDGE Link is a higher capacity battery pack with support for USB Compact Power Delivery (CPD), a robust quick release utilizing a dovetail-like system and a unique feature that enables several individual battery packs to be linked together to increase available watt hours.

"We call the Powerbase EDGE product line the Swiss Army knife of the battery market," says Kanarek. "This latest introduction adds even more value for consumers that use a V Lock Mount or just want to stack packs together."

Another new development from the company at the NAB Show was the latest enhancement to the Core SWX Volt Bridge protocol, the company's wireless monitoring system for fleet battery management. Every charger in the Volt Bridge line has a Bluetooth Low Energy transmitter that transmits battery pack status data from up to four batteries to an Apple iPad. For users with lots of packs, such as rental houses and large production companies, it is possible to connect 25 chargers per iPad and track all battery diagnostics of each pack.

The newly introduced Volt Bridge uploads all of the battery pack monitoring data from the iPad to the cloud, making it possible for users like rental companies with locations around the world to see every battery charging in their fleet at the same time from their computers. Further, the company is adding cloud-reporting capability



to its Maverick Block power stations as well as working with BEAM Dynamics on an API to add this reporting to its production technology management platform.

AMERICAN-BASED

Based in Plainview, N.Y., Core SWX is an American company with a domestic workforce of 34 full-time employees, including engineering, manufacturing, administrative, sales, service and shipping. In addition to its 12,000-square-foot New York headquarters, the company recently added a sales office in Los Angeles to be closer to its West Coast customers.



Core SWX Battery Development

Core SWX New York Office



Core SWX Los Angeles Office



While about 52% of Core SWX's products are made in the USA, many of the lithium-ion cells used in its batteries are sourced from China and Japan. The nickel metal hydride cells used in its Maverick batteries come exclusively from Japan, adds Kanarek.

Being based in New York paid off for the company and the television industry at large during the early months of the pandemic. When then-New York Governor Andrew Cuomo mandated many businesses shut down, Core SWX was granted a waiver because it was deemed to be an essential business, supplying batteries and other power solutions to TV news crews the public depended upon to stay informed about the crisis.

The primary benefit, however, is the competitive advantage that stems from the pride the company's workforce takes in its products, he says.

"We support U.S. manufacturing when it comes to the circuit

boards, the charger chassis and a lot of the bits and components," says Kanarek. "It's more fulfilling when you see a product that starts as components, is assembled and then delivered to a client knowing full well there were people here that created it.

"I tell our workers every time you take your child to a movie, or you see a sports production, you have a little part in that. If you didn't do your job, they couldn't do theirs."



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