



Serving the Filmmaking, Entertainment, TV, Commercialmaking, Online & Mobile Motion Picture Production and Postproduction Industries. Keep Pace. Read **Brand New[s]** [Subscribe FREE](#) | [Sample Issue](#) and/or opt-into our free **BND Daily Email Update** [here](#).

## From High Speed Olympic Spots to US Marine Corps DP Jim Matlosz Uses Talent Range to Reach Top of Game

Publicity Release Posted: August 07, 2012 12:02:45 EST

**LOS ANGELES**, August 07, 2012 | SHOOT Publicity Wire | --- Jim Matlosz has filmed Olympic athletes in high speed for a Nike+ Basketball and Training campaign, produced in-house at Nike, which is catching industry attention.

The first of the five spots features LeBron James slam dunking a basketball – filmed at 1000fps for the first time ever – while his shoes record his speed and jumping height.

Initially slated for web release, the results were so impressive Nike decided to air the commercial during game three of the NBA finals. High speed images of NFL running back LeSean McCoy, Olympic sprinter Allyson Felix, NBA forward Kevin Durant and Olympic hurdler Perri Shakes-Drayton followed in time for the London Olympics.



[www.ddataalent.com](http://www.ddataalent.com)

Based on the agency's reaction to his superior sports shooting for both Nike and a recent Chicago Black Hawks campaign, Matlosz will next do a series of spots for the U.S. Marine Corps.

"As much fun as each athlete was to work with, the LeBron shoot was by far the coolest," says Matlosz. "Lighting an entire gymnasium for 1000fps to make it look like just another day is a 'bring-it-on' challenge. The shots were framed with three cameras plus three separate lighting cues for three different pieces of action for the NBA star. Being an all around player, LeBron can deliver on offense, defense and what ultimately became an epic slam dunk. The images are an homage to the legendary Nike spot with Michael Jordan from the mid-80s."

Matlosz, who maintains an active life as an athlete himself, brings something more than just the athletic enthusiast to his shoots. His creative perspective on sports commercial shoots originates from first-person experience – he can anticipate what is going through the mind of other athletes, an invaluable skill for framing the best results.

"When it comes to working with professional athletes, they expect us to be just as professional and deliver like they do," he says. "I always welcome the challenge; we do our homework, practice and prepare for moments like this. It is such a rush and a thrill when it all pays off, like the LeBron slam."

A non-stop worker, Matlosz also recently shot the end credits for "Snow White and the Huntsman" – intimate details of armor and wardrobe from the film in a black on black setting, with highlights in a cobalt blue.

Matlosz is represented in Los Angeles by Dattner Dispoto and Associates.

### About DDA

Dattner Dispoto and Associates (DDA) is a Hollywood-based talent agency representing an elite, international group of producers, cinematographers and designers. Please visit [www.ddataalent.com](http://www.ddataalent.com) for further news and information on DDA clients.

### Contact Info

Catie Disabato  
Dattner Dispoto and Associates  
(310) 474-4585 ext. 120  
Contact Catie via email

---

Copyright Notice SHOOT is a trademark of DCA Business Media LLC.