



## *Anthony S. Lenzo*

**Inventor & Product Designer  
Underwater Housing R&D**

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Anthony S. Lenzo is the President and owner of Air Sea Land Productions , a New York Corporation, established in 1994. His primary focus in the production industry continues to be Digital Cinematography and the development of underwater imaging products.

In the past he has worked in the production industry as Director of Photography, Camera Operator, Underwater Camera Operator, Engineer, Inventor, Jib Operator and Equipment Manufacturer.

Anthony is a five-time Emmy Award winner for Innovative Camera Systems, POV Technician, Electronic Cinematographer and Technical Team Remote.

His reputation in the film industry is well documented and his work can be found here : <https://www.imdb.com/name/nm0502396/>



In 1988, Anthony began scuba diving and shooting video with his first underwater housing built by Amphibico, in Montreal-Canada, propelling his career in the direction of underwater cinematography.

In 1995, Anthony introduced several Point of View cameras to the world of extreme sports at the first X-Games with his ESPN “Rope-Cam.” To implement this invention, Anthony embedded a super small waterproof camera in the towline of wake boarders and water skiers. This concept and design won him his fifth Emmy Award for Innovative Camera System.

In 1999, Anthony combined his knowledge of both Jib cranes and underwater camera systems and built the Pelicam, the first underwater camera crane. Challenged by physics, Anthony broke the barrier of limitations he faced when attempting to submerge a jib system and the necessary counterweight balance, and designed a counterweight transfer system.

In early 2000, Anthony consulted in the design of the Amphibicam F900 HDCam underwater housing, and was one of the first to take the high definition format underwater.

Later In 2000, Anthony designed and built a POV system into the eyewear of U2’s lead singer, Bono, for the U2 Elevation tour. He attached the camera to electronics in a vest worn by Bono, transmitting a signal from Bono’s POV camera to 40 foot overhead projection screens.

In 2004, Anthony used a modified version of the Amphibicam housing on one of his more memorable shoots – Lakeshore Entertainment’s feature film “The Cave” – with his dear departed friend and colleague, Wes Skiles.

Anthony and his team successfully designed the BLuFISH HD underwater housing for the Iconix, the first HD POV camera. He also designed and sold products for the RED One camera called the “RIP-Kit,” and a camera splash bag, which is still very active in the professional rental market.

His continual goal is to conceive, create, consult and invent for a variety of markets and industries.



“I truly enjoy visualizing a concept for a new product and then integrating items to build a prototype or working with a creative team to help bring that concept to fruition” - Anthony Lenzo

Anthony's knowledge in the field as an end user of the product is what motivates him to strive for the perfect solution.

The skills and knowledge Anthony has acquired in the production industry have enabled him to design useful equipment. His expertise continues to be sought after in the new era of Digital Cinema and handheld devices.

In 2015, The development of the LenzO™ underwater housing for the iPhone has enabled him to make a unique product for the amateur cinematographer.

In early 2020, After ending his partnership with the company Valstech, Anthony has retained the patent and IP for the underwater housings and swingarm that allows the user to operate the phone. His innovation has received much praise online.

He is now seeking to work in collaboration with an investor, manufacturer and distributor on the next version of smartphone camera housings, 'LenzO™ 2.0'. He recently formed a new company 'Part Fish, LLC' to assign the retained patents to and develop new tech.

<https://www.designboom.com/technology/lenzo-underwater-iphone-case-valstech-02-01-17/>

Anthony currently holds several other patents which can be seen here :

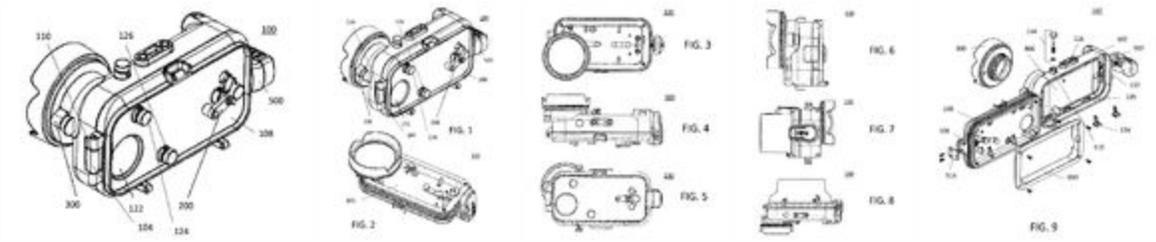
<https://patents.google.com/patent/US20170060184A1/en?q=14%2f839%2c042>

<https://patents.google.com/patent/US20170059805A1/en?q=14%2f839%2c087>

<https://patents.google.com/patent/USD816140S1/en?q=29%2f575%2c793>

<https://patents.justia.com/patent/20160187762>

*Note: the official online patent information has yet to reflect the new patent assignee.*



**Anthony Lenzo is the inventor/co-inventor of the following products :**

ESPN's RopeCam & wireless waterproof HelmetCam

LobsterCam

Pelicanam underwater Jib arm

BluFish HD for Iconix and Toshiba

T-BAG & COMPACT T-BAG

LENZO Underwater iPhone Housing

Consultant for the following professional line:

Amphibicam HD for Sony F900 and Panasonic Varicam

Amphibicam Rouge for Red Epic/Scarlet





The LENZO Underwater iPhone Housing designed by Anthony Lenzo :



Our Lenzo® for the iPhone 7, our trigger grip/light tray and two Lume Cubes.

Anthony's clients have included :

