



4Kp60 Shogun Inferno now \$1295. Leads lower price Atomos HDR range. 4K HDR monitor-recorder solutions for all from just \$795 to \$1295

Melbourne, Australia – 23rd March 2017: Atomos is making upgrading to HDR monitoring and 4K ProRes recording easier than ever. You can now purchase the flagship Shogun Inferno 4K HDR high brightness SDI and HDMI monitor/recorder for just \$1295.

“Atomos are very proud to continue to give back to our community. We want to pass on price breaks to our users whenever we can.” said Jeromy Young CEO and co-founder of Atomos. “It is our mission to make great products that people don’t just want to own, but that they can afford to own. Reducing the unit only price of our flagship monitor/recorder to \$1295 means you can have top of the range 4K HDR monitoring and ProRes recording for less than the price of some other high brightness monitors. Also, with the Ninja Flame HDR recorder starting at just \$795 it means no user will be left **behind.**”

In only 12 months since the launch of the Flame and Inferno series, Atomos have helped filmmakers make sense of HDR by combining precision PQ/HLG/Log signal mapping on a 10+ stops dynamic range panel with easy to use tools such as the HDR slider and waveform. Now, Atomos further remove the barriers to HDR adoption with price drops that puts 4K Pro Res recording and HDR High bright monitoring into the hands of all filmmakers.

If the user **isn't** making the jump to HDR just yet, then the Atomos range also offers all the essential monitoring and recording tools to help them shoot correctly in Log. All HDR models have flexible Log to 709 profiles for most popular cameras and the ability to quickly apply custom LUTs.

It is now easier than ever to unlock the full potential of your camera. In the context of the cameras each product is designed to complement, these price drops make the Atomos HDR line-up incredible value for money. Using affordable SSD drives, rather than proprietary media, also brings considerable cost savings.

Shogun Inferno \$1295; Up to 4Kp60 / 2Kp240 ProRes/DNxHR recording over HDMI 2.0 or 3G QuadLink/6G/12G SDI. License-free 12-bit Raw from Sony FS5/FS7/FS7II/FS700, Canon C300MKII/C500 or Panasonic Varicam LT. The Shogun Inferno perfectly complements these Raw cameras. In addition, users of Sony FS camera have access to a wide range of high frame rate options up to 2Kp240 (requires a Sony Raw licence to be installed on the camera in most models).

Shogun Flame \$995; Up to 4Kp30 / 2Kp120 ProRes/DNxHR recording over HDMI 1.4b or 6G/12G SDI. License-free 12-bit Raw from Sony FS5/FS7/FS700, Canon C300MKII/ C500 or Panasonic Varicam LT. For filmmakers that **don't** require all the higher frame rate options the Shogun Flame is a perfect choice. It still records Raw/ProRes/DNxHR from the camera and replaces your existing audio recorder & SDI/HDMI converter, all at the same price other brands charge for a Raw recording license alone.

Ninja Inferno \$995; Up to 4Kp60 UHD & DCI ProRes/DNxHR recording over HDMI 2.0. The obvious choice for the Panasonic GH5 and other 4Kp60 cameras and gaming consoles that connect over HDMI. With 4K DCI recording it also





opens up 4Kp30 DCI recording from cameras like the GH4. It has all HDR monitoring and ProRes/DNxHR recording features of the Shogun Inferno, but without the SDI connections.

Ninja Flame \$795; Up to 4Kp30 UHD ProRes/DNxHR recording over HDMI 1.4b or 6G/12G SDI. For the price of a standard on camera monitor, the Ninja Flame delivers 4Kp30 10-bit 422 ProRes/DNxHR recording from popular **DSLR's** and mirrorless cameras.

To complement all models in the line-up, Atomos have developed a tailored Accessory Kit and Power Kit that arm users with everything needed to power, control, dock, charge and safely carry the units at an amazing price.

Product	Description	Price (\$US ex tax)
Shogun Inferno	7" HDR Monitor, RAW/ProRes/DNxHR HDMI & SDI Recorder up to 4Kp60	\$1295
Shogun Flame	7" HDR Monitor, RAW/ProRes/DNxHR HDMI & SDI Recorder up to 4Kp30	\$995
Ninja Inferno	7" HDR Monitor, ProRes/DNxHR HDMI Recorder up to 4Kp60	\$995
Ninja Flame	7" HDR Monitor, ProRes/DNxHR HDMI Recorder up to 4Kp30	\$795
Accessory Kit	HPRC hard flight case, Control cable, 2 x 5200mAh battery, Fast charger, usb docking station, DC to D-Tap cable, 4x Master Caddy II drive caddy, Power Supply, HDR Sunhood	\$295
Power Kit	2x 5200mAh batteries, Fast charger, Power Supply	\$149

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Please view the full list of resellers here: <http://www.atomos.com/where-to-buy/>

About Atomos – Great Products People Love

Atomos exist to help creative professionals cut through technology barriers by creating easy to use, cutting edge HDR 4K & HD Monitor-recorders. Each product enables a faster, higher quality and more affordable production for video professionals. Atomos is based in Australia with offices in the USA, Japan, China and Germany and has a worldwide distribution partner network. Further product information can be found:

Website: www.atomos.com

Facebook: www.facebook.com/AtomosGlobal

Twitter: [@Atomos_News](https://twitter.com/Atomos_News)

YouTube: <https://www.youtube.com/user/AtomosVideo>

Vimeo: <https://vimeo.com/atomosvideo>

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