

Image is everything - Atomos launches Sumo19M HDR 1200nit high brightness production and studio monitor at an amazing \$2K

Melbourne, Australia – September 14, 2017 - Atomos today launches the Sumo19M, an affordable high-brightness production monitor with HDR capabilities, 3D LUTs and touch control. At \$1995 US it is perfect for professional film and video shooters wanting to up their game on set, without breaking the bank. Sumo19M is a monitor-only variant of the Sumo19 launched at NAB earlier in the year. The Sumo19M is optimised for monitoring, with a reconfigured user interface and dual SDI inputs for A/B comparison. It shares the same screen, ergonomics and industrial design as its sister model, but without recording. As a result, the Sumo19M is set at a lower price point. Click here to see the Sumo19M in action: <https://www.youtube.com/watch?v=gXHKGAcDcMg>

HDR, high brightness and LUTs

The Sumo19M has a daylight-viewable 1920 x 1080 IPS screen capable of stunning 1200nit brightness, combined with the ability to display a wide range of 4K and HD sources. The Sumo19M features 10-bit processing coupled with Atomos' unique AtomHDR engine for easy and accurate HDR monitoring. You can easily set optimal exposure when exposing for Rec.709 or HDR material. There is a comprehensive set of manufacturer-specific Log gamma settings pre-installed and multiple custom LUTs for creative looks can be stored and displayed on the Sumo19M. These LUTs are loaded via a standard 2.5 inch drive placed in an Atomos Master Caddy. The unique HDR slider allows users to rapidly examine Log images when shooting for either HDR or SDR. In SDR the slider can be used to set exposure to prevent excessive noise in shadow areas, or blown-out highlights.

In addition, the Sumo19M has the full range of exposure and composition tools found on other Atomos 4K monitors. Waveform monitoring, zebras, 1:1 and 1:2 magnification, peaking, false color, vectorscopes, anamorphic desqueeze and frame guides are all available at your fingertips. Display accuracy can be guaranteed over time using a i1DisplayPro probe and calibration software from color specialists X-rite. An optional sunhood is also available which can be left on the unit and folds down for transport.

Perfect for productions large and small

The result is that the Sumo19M gives DPs, directors, producers, gaffers, focus pullers and clients a precise way to assess their images on-set.

"The idea with the Sumo19M is to bring the latest advances in modern on-set monitoring to a much wider range of cinematographers, directors, producers and other creatives than ever before." says Jeremy Young, CEO of Atomos. "We have harnessed our engineering knowhow and mass production techniques to make the Sumo19M available to our customers for much less than any monitor with similar performance. Now anyone will be able to utilise a high brightness on-set monitor and HDR, not just high-end productions."

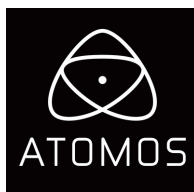
In the edit suite

Sumo19M is just at home in the edit suite as on-set. The color-accurate display allows productions the ability to grade their footage with confidence. Unlike a regular computer monitor, the Sumo19M directly accepts broadcast spec video signals over SDI and HDMI for accurate monitoring.

Connections

The Sumo19M has two 12G/6G/3G SDI inputs for A/B input comparison of 4K or HD sources, plus a HDMI 2.0 input for easy connection to consumer imaging devices like DSLRs, camcorders or mirrorless cameras. Frame rates of up to 60 fps are supported. Signals can also be output and also cross-converted between SDI and HDMI, with the added ability to output a signal with LUT applied, or to convert a Log image to HLG and PQ HDR standards on the fly.





User interface

The reconfigured user interface gives direct access to all key functions via the touchscreen. To make it feel more familiar the layout emulates a traditional push-button monitor, but with the key advantage of more rapid touch selection and easier advanced option access. The elegant and intuitive layout means you and your crew won't get confused setting up.

Ready for production

Not only is the Sumo19M beautiful to look at, it is robustly built to handle the rigours of daily production. It has an aluminium chassis with built-in armor and distinctive grey protective bumpers on each corner. There are multiple mounting holes on each side for attachment of handles, wireless video systems or other accessories. The Sumo19M has a 3.5mm headphone jack for on-set review of audio.

Mounting options

On the rear of Sumo19M there is an industry standard VESA hole pattern for mounting to a wide variety of third party brackets. The monitor also comes with solid metal feet for desktop use.

Flexible power

Sumo19M has three separate XLR power inputs. Along with one for a regular mains supply, it has a further two for the Atomos hot swap battery system which provides the ability to power continuously in the field. The battery wing plate included allows two V-Lock or Anton Bauer battery plates (not included) to be attached to the Sumo19M; when one battery runs out the other takes over, allowing the flat one to be replaced without powering down the monitor.

Availability

The Sumo19M will ship by the end of September for \$1995, plus local taxes. It sits alongside the Sumo19 that offers the same high brightness AtomHDR screen for monitoring, but adds recording and playback of up to 4Kp 60 and 2Kp 240 from a wide variety of cameras.

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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>

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