PRESS RELEASE

See the future of photography - True HDR photos from Panasonic LUMIX S Series and Atomos

Melbourne, Australia – 12 March, 2019:

- Atomos HDR monitors and the Panasonic LUMIX S1/S1R combine to create a new way of seeing HLG photos for true HDR live when shooting. See a vivid and lifelike image with more detail in the blacks and the highlights.
- HLG photos present new opportunities for photographers as true HDR displays on TVs, tablets and smartphones become the norm.
- This new technology from Panasonic combined with Atomos monitors deliver spectacular lifelike results that are unlike the existing HDR photo effects.

The next level in photographic realism
All photographers understand the problem. For almost as long as photography has been around we have been limited to being able to display or print a lower range of brightness than the eye can see.
Detailed deep blacks and completely natural looking skies and highlights were impossible to achieve. To attempt to fix this has required the use of graduated filters, specialised picture profiles, dodging and burning or stacked exposures. Some of these methods result in pleasing looking images, but none come close to really emulating reality.

Now thanks to Panasonic and Atomos that is all about to change. The Photography Show in the UK will be the first time the public can try out the next step in photographic realism - genuine HDR showing photos with increased dynamic range, viewed live in real-time as you shoot. Using the new Panasonic LUMIX S1 and S1R you can now shoot HLG photos in the .HSP file format and view them in HDR as you shoot with an Atomos HDR display like the new £339 (plus tax) Shinobi 5 inch monitor. The resulting photos can then be played back immediately in HDR on the Atomos monitor, or a compatible HDR television like the Panasonic GZ2000 series. No additional processing is required and the results are spectacular. With an Atomos HDR monitor a stunning 10+ stops of dynamic range are shown on-screen at once.

**Fundamentally different to traditional ‘HDR’ photos**

This brand new technology delivers results that are unlike the existing HDR effects that photographers will be familiar with which are the result of multiple images or exposures being combined. The traditional HDR process does not increase the actual emitted dynamic range of the image, but instead squeezes the highlights and shadows of an image into the same range as a standard image. The result of this old technique is an unnatural effect which photographers now commonly associate with HDR. The new HLG photos created with LUMIX S Series cameras and displayed on Atomos are completely different and much more natural and lifelike. Perhaps the best analogy that experienced photographers will understand is that the difference between this new real HDR photo and a regular photo is bigger than the difference between a well printed Cibachrome print from low ASA Kodachrome and a regular minilab print from print film.
Seeing LUMIX S Series HLG photos in real-time with Atomos HDR monitors

The full effect of shooting HDR on the new LUMIX S1 and S1R can be shown through an external HDR monitor like the Atomos Shinobi. The system works with camera metadata, automatically talking to the Atomos device to ensure correct display of the image.

The Shinobi is the latest affordable HDR monitor from Atomos. It features all the latest technology and Atomos’ advanced colour science. It is super light weighing in at just 200g and has a stunning high brightness (1000nit) screen that can be viewed in daylight. The display itself has a class leading 1920x1080 resolution and is touch controlled with a clean design that beautifully matches cameras like the Lumix S1 and S1R.

Shinobi connects to most mirrorless cameras and DSLRs via HDMI cable and works both for HDR and standard video and photos. All Atomos HDR monitors also have camera matching profiles that work with the Log video output from most cameras to show the user how their video can look once post processed. They also have a full range of exposure, focus and composition tools to aid the photographer, including 1-1 and 2-1 image magnification and histograms. It runs off a single battery for several hours.

True HDR will become an everyday sight much sooner than you think

HDR technology is already well established in the video and movie world - walk into any electronics store and you are confronted with a wall of 4K HDR TVs. The latest flagship iPhones and Android smartphones feature HDR displays. As more and more TVs, phones and tablets get HDR the market for these types of photos is expected to explode. There are clear advantages to advertisers wanting to show their products in the most vivid and lifelike way possible. Photographers creating images for this new world will stand at an advantage. By combining an Atomos HDR monitor with a Panasonic LUMIX S1 or S1R you can be one of the first to experience this new way of seeing in real-time as you shoot.

The Atomos Shinobi is available now from authorised Atomos dealers. See a working demo of HLG photo with the LUMIX S1 and Atomos HDR monitors at stand D81 at the Photography Show in Birmingham, England, 16-19 March, 2019.

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About Atomos

Atomos exists to help creative professionals cut through technology barriers by creating easy to use, cutting-edge 4K and HD Apple ProRes monitor/recorders. These products give video professionals a faster, higher quality and more affordable production system, whether they create for social media, YouTube, TV or cinema.

Atomos continues to demonstrate its commitment to putting users first through continual innovation at amazing price points. The company developed the AtomOS operating system dedicated to video recording with an elegant and intuitive touchscreen user interface and was also the first to implement the professional Apple ProRes RAW format for recording with cinema cameras. Atomos is based in Australia with offices in the USA, Japan, China, UK and Germany and has a worldwide distribution partner network.

Further product information can be found at:

Website: www.atomos.com
Facebook: www.facebook.com/AtomosGlobal
Twitter: @Atomos_News
YouTube: www.youtube.com/user/AtomosVideo
Vimeo: vimeo.com/atomosvideo
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