

YouTube goes HDR, Atomos new updates makes HDR upgrade even easier

Melbourne, Australia – 17th November 2016: Timed with the recent announcement by YouTube for HDR delivery, Atomos announces a new OS update to further broaden HDR compatibility and offers a limited time discount to make the HDR upgrade easier this holiday season.

The HDR wave continues to gather pace with YouTube adding to other content delivery platforms such as Google Chromecast ultra, Sony PS4 Pro, Amazon, Netflix and Vudu in bringing HDR playback to the growing population of people with HDR compatible panels. Now the race is on for content developers to create HDR content and with that comes the challenge for creatives to move to a new HDR workflow, in particular to get exposure for HDR in the field accurate. Atomos announces new OS and new promotional pricing to make HDR upgrading easier this holiday season;

- AtomHDR technology across the Inferno, Flame and Blade series that gives users with a Log output from their camera the 10.2 stops of dynamic range and patent pending HDR waveform & HDR slider scopes to make setting exposure for HDR delivery precise yet simple
- New OS 7.12 which is a free download that broadens Log support to include Sony S-Log, FujiFilm Log, Canon C-Log 3 and Red 3G10
- A limited time cash back and trade-in program which gives up to \$500 cash back on the AtomHDR range. This brings the prices down to non-HDR, monitor only prices for the award winning, 1500nit AtomHDR monitors that of course also records in high quality 10-bit 422 ProRes or DNxHR onto affordable SSD media;
 - Shogun Flame MSRP \$1695, down to \$1395 w/cash back or \$1195 w/cash back & Shogun trade-in
 - Ninja Flame MSRP \$1295, down to \$1095 w/cash back or \$895 w/cash back & Shogun trade-in
 - Ninja Blade MSRP \$495, down to \$395 w/cash back or \$320 w/cash back & Ninja2 trade-in
- The flexibility of both SDR and HDR in the one unit. Expose correctly for HDR in the field but grade the recorded log footage for either HDR or SDR delivery. Those with an eye on HDR for the future but delivering in SDR now, will benefit greatly by exposing their log footage away from the noisy part of the sensor.

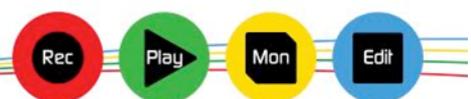
“We are super pumped about YouTube and others move to HDR. They see what we see, HDR is the next big advancement for consumers around the world” said Jeremy Young, CEO and Co-founder of Atomos, “Now creative filmmakers just need AtomHDR in the field to make sure they expose correctly and don’t screw it up before grading!”

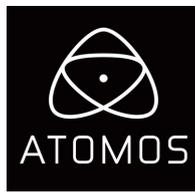
The new pricing & functionality targets a move across to HDR, but the AtomHDR platform does not exclude SDR/Rec709 workflows. It in fact improves it! Exposing Log for HDR = cleaner SDR images ensuring you expose in the cleanest part of the sensor. The 1500 nit high-bright panel also improves SDR workflows making outdoor monitoring a breeze. The Atomos award winning AtomHDR monitors are best in class both now and the future.

For details on the cashback and trade in offers go to: <https://www.atomos.com/offers/hdr-upgrade>

Shogun Flame and Ninja Flame free OS update can be downloaded from <https://www.atomos.com/firmware>

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

About Atomos

Atomos exist to help creative professionals cut through technology barriers by creating easy to use, cutting edge products including 4K & HD Monitor-recorders, a pocket size Apple ProRes recorder, signal converters & power management solutions. Each product serves a different need but all share the common benefit of enabling a faster, higher quality and more affordable production schedule 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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