

Press Release:

Atomos announce development of Apple ProRes RAW support on the Ninja V for Sony's Alpha 1

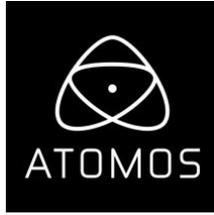
March 5th, Melbourne, Australia: Atomos is thrilled to be announcing the development of Apple ProRes RAW recording from the groundbreaking new full-frame mirrorless camera recently announced by Sony, the **Alpha 1**. This is all made possible with the Atomos Ninja V which will record pristine ProRes RAW images from the camera's RAW output at up to 4.3Kp60.



Sony's Alpha 1 is designed for professionals and combines high-resolution and high-speed performance, with a new 50.1-megapixel (approx, effective) full-frame stacked Exmor RS™ CMOS image sensor built with integral memory in combination with an upgraded BIONZ XR™ imaging processing engine. It also offers a wide dynamic range with 15+ stops for video.

Ninja V & Sony's Alpha 1 Combination

The Alpha 1 and Ninja V combination allows for a compact rig set-up with a camera that breaks existing boundaries and unleashes extended creative possibilities to creators. Add to this the ability to record data-rich 16-bit RAW from the Alpha 1, which is then compressed and recorded in the Ninja V as 12-bit ProRes RAW from the camera's new large sensor up to 4.3Kp60.



Users will benefit from the full flexibility offered by the ProRes RAW format as Atomos ensures that all the camera White Balance and ISO/Exposure Offset adjustments will be available within Final Cut Pro to the user.

Content creators and filmmakers will benefit from these available adjustments and the storage advantage of ProRes RAW, where the codec harnesses the ability to capture 12-bit RAW in the same file sizes as 10-bit 422 standard ProRes. In addition to their groundbreaking combination of flexibility and performance, Apple ProRes RAW files are smaller than other RAW file types – simplifying and accelerating file transfer, media management, and archiving.

The Ninja V and RAW recording also opens up the camera to the wider Atomos eco-system for enhanced on-set HDR and SDR monitoring. A video signal can be output from the Ninja V to the Atomos Sumo19, or the recently released NEON line of production monitors, for perfect HDR viewing by directors, clients, focus-pullers or any crew member who needs access to an accurate view on-set.

Jeromy Young, Atomos CEO, said: *“I’m thrilled to be continuously bringing to life ProRes RAW support for Sony cameras. Having such a groundbreaking camera with the additional benefits and flexibility of ProRes RAW, the Alpha 1 and Ninja V combination offers content creators an array of features to fulfil their creative vision.”*

ProRes RAW- the new standard for RAW

Atomos is proud of the continuous growth of the ProRes RAW eco-system.

Throughout 2020 ProRes RAW continued to build momentum with over 20 cameras supporting ProRes RAW with Atomos, cementing its position as the industry standard for RAW video capture. ProRes RAW support continues to expand across camera manufacturers and models, demonstrating industry commitment to the future of ProRes RAW recording. The range of cameras supporting ProRes RAW is only set to expand in 2021.

ProRes RAW combines the visual and workflow benefits of RAW video with the incredible real-time performance of ProRes. The format gives filmmakers enormous latitude when adjusting the look of their images and extending brightness and shadow detail, making it ideal for HDR workflows.

Both ProRes RAW, and the higher bandwidth, less compressed ProRes RAW HQ are supported.

Manageable file sizes speed up and simplify file transfer, media management, and archiving. ProRes RAW is fully supported in Final Cut Pro, Adobe Premiere Pro and Avid Media Composer, and a collection of other apps, including ASSIMILATE SCRATCH, Colorfront, FilmLight Baselight and Grass Valley Edius.



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.

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