

# Sony launches the flagship Alpha™ camera compatible with Atomos's Ninja V for Apple ProRes RAW

Expected to be material driver of Ninja V sales in FY21

## HIGHLIGHTS

- The Sony Alpha™ 7S III, one of the most anticipated camera releases in the past two years, is expected to drive significant sales of Atomos' Ninja V, becoming one of the most material additions to the ProRes RAW ecosystem.
- 20 cameras from seven different global brands have announced they are connecting to the Apple ProRes RAW ecosystem when used with Atomos' Ninja V HDR monitor-recorder.
- Apple ProRes Raw is increasingly becoming the global standard for RAW recording workflow.
- RAW video can also be captured on the Ninja V at the same time as compressed video is recorded internally to the memory card on the Alpha™ 7S III, furthering our vision to democratise video for all content creators.
- The combination will be available from September 2020 through an Atomos software update to the Ninja V that will enable ProRes RAW recording from the Alpha™ 7S III.

Atomos Limited (ASX:AMS, '**Atomos**' or the '**Company**') is pleased to announce it is enabling Apple ProRes RAW format recording with its HDMI ready Ninja V HDR monitor/recorder for Sony's new Alpha™ 7S III (ILCE-7SM3) full-frame mirrorless camera.

Atomos is the only video monitor recorder company in the world capable of recording in Apple's ProRes RAW codec (from enabled cameras). Camera companies are increasingly partnering with Atomos so that their cameras are able to output and record in this format. A total of 20 cameras from 7 different global brands have now announced compatibility with Ninja V for supporting the Apple ProRes Raw format, further increasing the Apple ProRes RAW ecosystem and in turn demand for Atomos products and technology.

Atomos' strategic vision is to democratise high quality video production in a world that is creating more and more video, be it curated or live streamed. The increasing number of integrations with leading camera makers, helps position Atomos to benefit from a larger addressable market as the industry increases its adoption of the Apple format.

**Chris Tait, Atomos' Executive Chairman, said:** *"We are delighted to bring Apple ProRes RAW to one of Sony's leading cameras. We have been investing substantial time and effort in the application of Apple ProRes RAW to more and more cameras. Our ProRes RAW engineering investment is continuing to bear fruit, enabling yet more cameras and a growing world of ProRes RAW video content creation."*

*"The addition of Sony's Alpha™ 7S III camera to the ProRes RAW ecosystem is the most significant to date and is expected to be a material driver of Ninja V sales in FY21."*

**Atomos CEO Jeromy Young** said *"What Sony has done with the Alpha™ 7S III for RAW recording to the Ninja V is truly amazing. I'm delighted that together we are able to bring Sony's first Alpha™ into*

*the Atomos RAW ecosystem. Sony's engineers have delivered a stunning quality RAW over HDMI output to the Ninja V that will open up countless creative opportunities. The detail, dynamic range and especially low light performance is outstanding in RAW. The stable operation and long RAW record times that the Ninja V brings to the Alpha™ 7S III make the combination a brilliant tool for almost any production."*

Authorised for ASX release by the Atomos Board of Directors.

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**About Atomos:**

Atomos is a global video technology company delivering award-winning, simple to use monitor-recorder content creation products. These products give content creators across the rapidly growing social, pro-video and entertainment markets a faster, higher quality and more affordable production system.

Atomos' range of products take images directly from the sensor of all major camera manufacturers, then enhance, record and distribute them in high-quality formats for content creation using the major video editing software programs. Since being founded in 2010, Atomos has established strategic relationships with key technology providers within the ecosystem including Apple, Adobe, Sony, Canon, Panasonic, Nikon and JVC Kenwood.

Atomos is based in Australia with offices in the USA, Japan, China, UK and Germany and has a worldwide distribution partner network.

For more information please visit [www.atomos.com](http://www.atomos.com)