ASX Announcement
ATOMOS LIMITED (ASX:AMS)
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Launch of Shinobi - Expansion into Social Video market

Highlights:

- Atomos launches Shinobi, a 5-inch HDMI monitor targeting the rapidly growing 'Social' segment of the video market
- Includes display and colour processing technology found in the multi-award winning Atomos Ninja V monitor/recorder
- The release of Shinobi demonstrates the significant leverage of Atomos' existing IP platform (first released in the Ninja V), enabling it to launch new products across the creative media industry without significant R&D expenditure
- Shinobi does not record, for high quality recording and monitoring the Ninja V and Shogun Inferno remain the leading on camera solutions

Atomos Limited (ASX:AMS, "Atomos" or the "Company"), is pleased to announce the launch today of Shinobi as part of its planned product expansion into the social video content market. More detail can be found here.

Shinobi is a 5-inch high brightness HDMI monitor aimed at users of mirrorless and digital single-lens reflex cameras (DSLRs), such as video bloggers, creatives and photographers.

Shinobi brings the latest monitor features, display and colour processing found in Atomos' popular Ninja V monitor/recorder, without any of the recording capabilities. It comes in a small and lightweight form factor and possesses the popular AtomOS 10 operating system and its touch-screen interface, which allows users to quickly and easily check and adjust their image settings.

Shinobi has been designed to target the market segment of social video content, a key growth area identified by Atomos. Demand for video on social platforms continues to see rapid growth which is driving added content creation as individuals aim to produce, share and monetise their work. With the growth of platforms such as Instagram, YouTube and Facebook, it is estimated that this market has reached upward of 938 million amateur content creators, increasing at 23% CAGR[1].

In addition to use within the social video content market, the Shinobi product has numerous advanced features applicable for use with larger cinema cameras and traditional camcorders. It is also expected to benefit the work of photographers seeking a larger, clear view of their work whilst on-site.

Shinobi will retail for US$399/€399 plus local taxes, and will be available from Atomos distribution partners worldwide.

Atomos CEO Jeromy Young said: "The most common request we've had from customers

has been for us to develop a stand-alone photo and video monitor, and that's what we've done with Shinobi. It provides our capabilities in pro colour and high-dynamic-range (HDR)processing and delivers it in a lightweight monitor at a price point appropriate for the social video content market.

This market segment sees customers eager to deliver high-quality content they can monetise and build a following and even a business as a result, and the Shinobi is a product that helps enable this.

The launch of Shinobi is consistent with our strategy of entering into new market segments by leveraging our investment in the existing platform to create new products."

[1] Boston Consulting Group, "The Future of Television", 20 September 2016

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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 seven 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**