ASX Announcement
ATOMOS LIMITED (ASX:AMS)
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Atomos launches the Neon series of HDR cinema monitor-recorders + Apple ProRes RAW 8K recording capability

Highlights:

- Launched the Atomos Neon series of HDR cinema monitor-recorders targeted at the high-end entertainment market, one of Atomos' identified growth markets
- World's first monitor-recorder capable of 8K ProRes RAW recording by upgrading with the Neon 8K Master Control Unit
- Neon series comes in four screen sizes (17", 24", 31" and 55"), and complement other Atomos products such as the Shinobi SDI, Ninja V, Shogun 7 and Sumo 19
- The Neon products can be synced to provide an ecosystem of field monitors where accuracy of image representation and consistency of image is critical
- The addition of the Neon series, together with three new products released earlier in 2019, represents a doubling in the number of Atomos' products in just six months



Atomos Limited (ASX:AMS, 'Atomos' or the 'Company'), is pleased to announce the continued expansion of its product range with the launch of the Neon series of HDR cinema monitor-recorders – four new products targeted at the entertainment segment. Neon is aimed at creators producing content for broadcast, film and episodic television production. The products are priced between US$3,999 and US$16,999.

Atomos has also developed a Neon 8K Master Control Unit that will enable the Neon series to be upgraded from 4K to 8K recording without having to buy a new monitor. This will allow the Neon to record and monitor 8K ProRes RAW at 60 frames per second which is critical to the workflow of capturing pristine images that can be edited and graded on the new Apple Mac Pro which is capable of working with 8K ProRes RAW footage.

A new feature of the Neon series is the ability to sync multiple Neons with an industry-first Atomos App which can frame accurately control all Neons at the same time, whether for recording or previewing video, or activating on-screen production tools. Neon products also perform real-time Dolby Vision processing to enable down-stream viewing on any Dolby Vision capable TV or monitor.

As flagged in the IPO prospectus, the Company was targeting a doubling of its range of monitor-recorder products by the end of 2020 (previously seven products). Following the launch of Shinobi (March 2019), Shogun 7 and Shinobi SDI (April 2019), and the four new Neon products, we have now successfully launched seven new monitor-recorders since the IPO in December 2018.

Atomos CEO Jeromy Young said: “The Neon series combines RAW recording with HDR cinema display technology, on-screen production checking and review of creative intent, story flow and matching continuity between scenes.

The investment made in the Ninja Platform has enabled Atomos to double its product range in less than six months. The Neon products are not included in the recently revised FY19 guidance as they will be shipped from early FY2020.

These new product launches are consistent with the Company’s strategy to expand into the entertainment and social market segments, which are estimated to be 10 times the size of the historical pro video market*”

** Atomos’ growing product portfolio is expected to address a US$10 billion camera equipment market (CIPA Report 2017)*

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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

For more information on the Atomos Neon series please visit www.atomos.com/neon

For more information on ProRes RAW please visit www.atomos.com/proresraw