Atomos expands Shinobi product range and further builds on RAW camera ecosystem

Highlights:

- Atomos adds 7" monitor to extremely popular Shinobi range
- Shinobi 7 introduces high brightness screen and direct camera controls and will be available from early June 2021 for US $699
- Atomos announces ProRes RAW support for Panasonic LUMIX GH5S taking the total number of RAW enabled cameras to 32

Atomos Limited ('**ASX:AMS**', '**Atomos**' or the '**Company**') has announced the addition of a new 7" monitor only product, Shinobi 7.

The Shinobi 7 builds on the lightweight design of the hugely popular original 5" Shinobi with a larger and much brighter screen (2,200 nits vs existing 1,000 nits).

Additionally, the Shinobi 7 introduces the ability to directly control key camera functions from the monitor, a much sought-after feature for consumers.

The original Shinobi which has sold over 50,000 units since its launch in 2019 has proved extremely popular in the Social market. Shinobi 7 seeks to cater to the same market as well as Pro Video users who simply want a highly capable on set monitor solution.

Additionally, Atomos has announces Apple ProRes RAW support for the Panasonic LUMIX GH5S, this brings to 32 the number of RAW enabled cameras in the market.

Commenting on the launch of the Shinobi 7, Jeromy Young, Atomos' Founder said: *"It is great to be building on the success of the original Shinobi with the launch of this powerful 7" monitor. Our customers love the original Shinobi for its lightweight design, versatility and ease of use. We are proud to now be taking those features and building on them for customers who want a larger, brighter screen as well as direct control of the camera."*

Chris Tait, Atomos' Executive Chairman said: *"It is very pleasing to be announcing another new hardware product in addition to the recently announced Ninja V+ and Ninja Stream. This has been achieved alongside over 20 new software products that have been brought to market over the last twelve months (including 17 ProRes RAW implementations and two paid-for software releases). We have a very strong pipeline of product development and the Shinobi 7 is another great addition to the line-up that will continue to support our momentum through FY22."*

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**