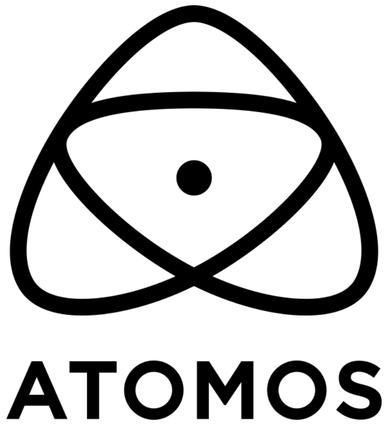
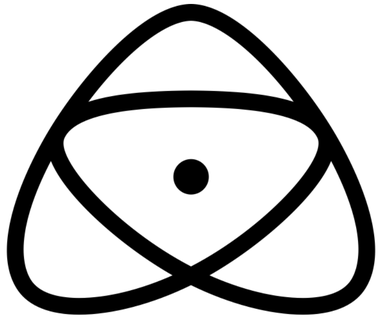

ATOMOS

HIGHLIGHTS

- Atomos is pleased to announce a technology step-change with the launch of two new network-connected devices, the ATOMOS CONNECT and SHOGUN CONNECT
- New partnership with Frame.io (an Adobe company) - Camera to Cloud enhances Atomos' value to content creators collaborating remotely
- 1M Frame.IO subscribers and 26M Adobe Creative Cloud subscribers represents large opportunity for Atomos to attract new customers – Frame.IO now free to Adobe Creative Cloud subscribers
- The launch of Atomos Cloud Studio introduces cloud-based video production tools and services, representing the Company's entry into subscription-based revenue streams. These products and announcements will assist in driving margin expansion and recurring revenues
- Atomos reconfirms its FY22 guidance for revenue of $95m+ and EBITDA margins of 12-15%
- Atomos flags FY23 and FY24 software ARR guidance of $3m+ and $6m+ respectively
- Pipeline of products: targeting 3 by end FY22 and a further 5-6 in FY23



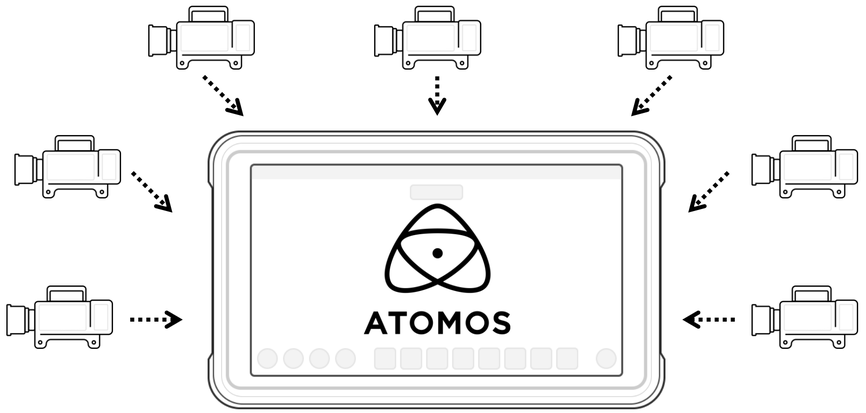
ATOMOS

EXISTING HARDWARE

TODAY

WE ARE AT CAPTURE ONLY – PRODUCTION & CREATIVE ARE DISCONNECTED

Currently ATOMOS products are sold on a one-off revenue basis. ATOMOS' customers are engaging 3rd parties for missing parts of the workflow.



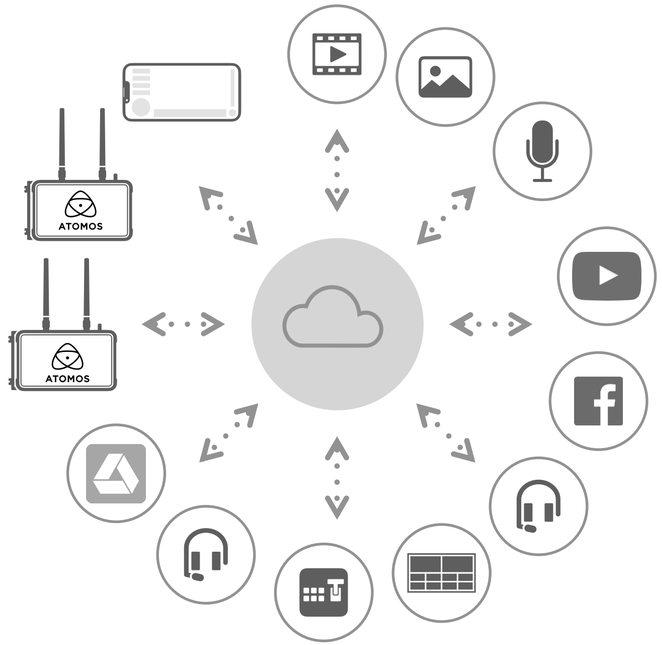


CONNECT EVERYTHING SEAMLESSLY IN THE CLOUD

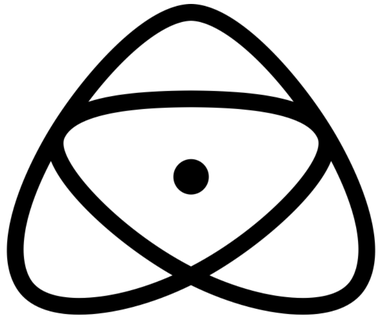
ATOMOS can now address these missing parts directly.

Today’s announcement allows ATOMOS to address all parts of the workflow.

Importantly it provides ATOMOS’ customers with a more complete offering and provides ATOMOS with significant opportunities for revenue expansion.







ATOMOS

NEW HARDWARE

NEW CONNECTED DEVICES

LAUNCH OF SERIES 2

ATOMOS NEW HARDWARE

CONNECTED DEVICES



USD$399
JUNE 2022

ATOMOS CONNECT

Module accessory which attaches to Ninja V & Ninja V+

1GbE

ROBUST HARDWIRED
NETWORK CONNECTION

Wi-Fi 6

HIGH PERFORMANCE &
MOBILE HOTSPOT SUPPORT

SYNC

LONG RANGE AIRGLU™
WIRELESS SYNC

12G SDI IN

UP TO 4K 120P
SDI RAW 6K 30P

ATOMOS NEW HARDWARE

CONNECTED DEVICES

USD$1299
JUNE 2022



SHOGUN CONNECT

1GbE

ROBUST HARDWIRED NETWORK CONNECTION

Wi-Fi 6

HIGH PERFORMANCE &
MOBILE HOTSPOT SUPPORT

SYNC

LONG RANGE AIRGLU™
WIRELESS SYNC

12G SDI IN & OUT

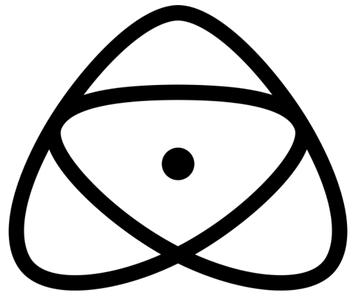
UP TO 4K 120P
SDI RAW 6K 30P

7-inch HD HDR

2000nits +/- 10%

USB

UVC WEBCAM INPUT AND OUTPUT
PD POWER



ATOMOS

CLOUD STUDIO

ATOMOS CLOUD STUDIO

Atomos also announces Atomos Cloud Studio, a collection of cloud-based video production tools and services which will be made available to Atomos customers via tiered subscription plans, depending on usage. Atomos Cloud Studio has been developed in partnership with UK based company MAVIS.

Cloud Studio will launch with several new cloud-based live and instant video production services:

- ATOMOS Capture-to-cloud and Video Streaming for remote live video previewing and streaming, as well as cloud-based collaboration and sharing. There will be several subscription plans priced up to around USD 10 per month
- ATOMOS Live Production is a cloud-based multicamera switching and production solution for live events and live streaming. There will be subscription plans for live production; with premium plans at around USD 30 per month and professional plans that will be charged hourly

ATOMOS CLOUD STUDIO

SUBSCRIPTION PLANS OVERVIEW – LAUNCHING IN JUNE WITH A FREE PROMOTIONAL PERIOD

STARTER PLANS

COLLABORATION & WORKFLOW

RANGING FROM FREE TO AROUND $10

CAMERA-TO-CLOUD
COLLABORATION
STREAMING
LIVE VIEWING

PREMIUM PLANS

SIMPLE LIVE PRODUCTION

AROUND $30

INFLUENCER
GAMING
CORPORATE
EDUCATION
HOUSE-OF-WORSHIP

PROFESSIONAL PLANS

LIVE BROADCAST

CHARGED HOURLY

SPORTS
OLYMPICS
LIVE EVENTS
NEWS

INCREASING PRODUCTION VALUES – HIGHER COST

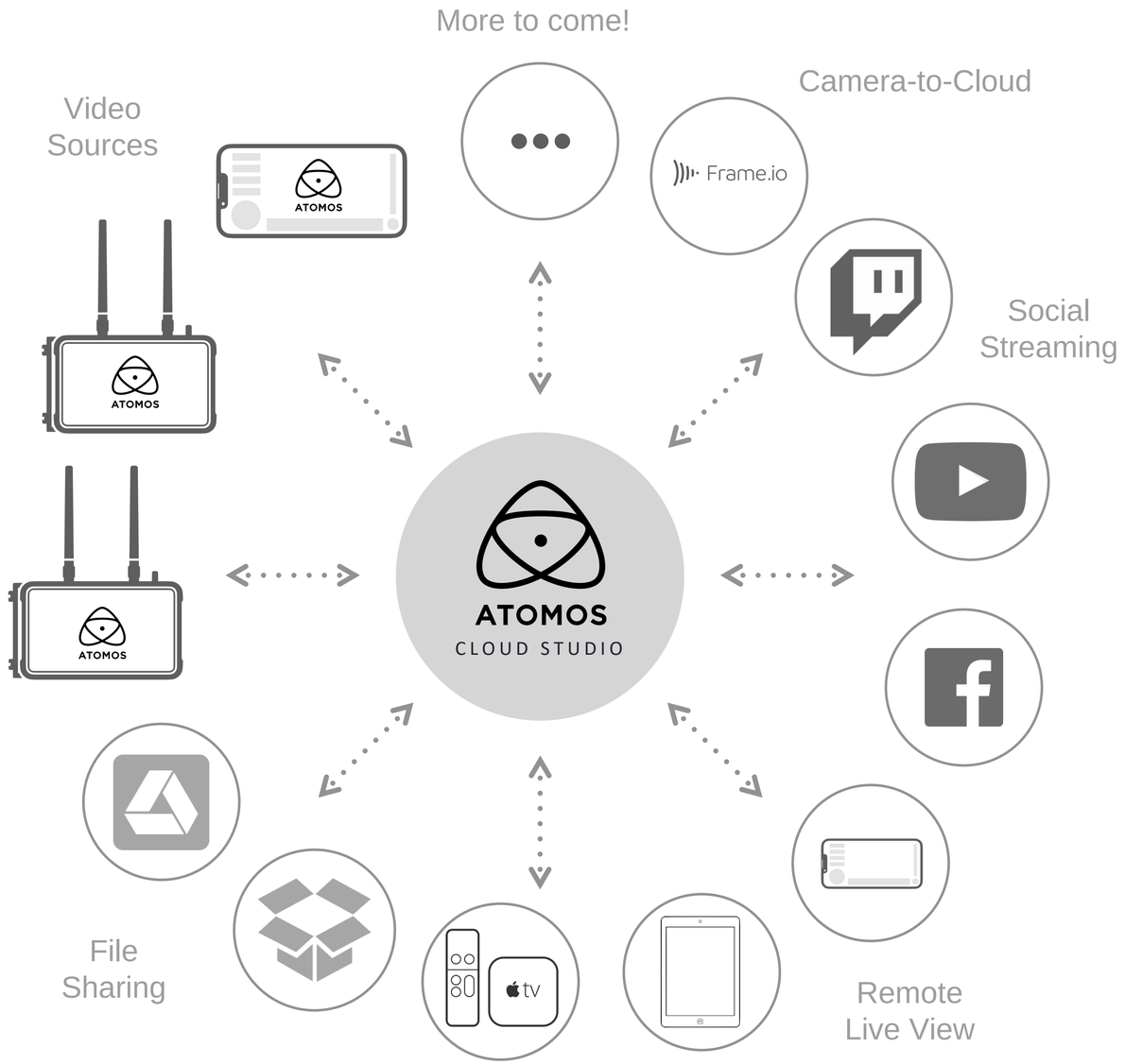
ATOMOS CLOUD STUDIO – STARTER PLANS

OVERVIEW

CONNECT YOUR NINJA TO THE WORLD!

COLLECTION OF CLOUD-BASED TOOLS
WHICH MAKE COLLABORATION AND
SHARING FROM ANYWHERE IN THE WORLD
SIMPLE AND INTUITIVE

DIRECTLY FROM ATOMOS DEVICES!



ATOMOS CLOUD STUDIO – STARTER PLANS

COLLABORATION - CAPTURE TO CLOUD

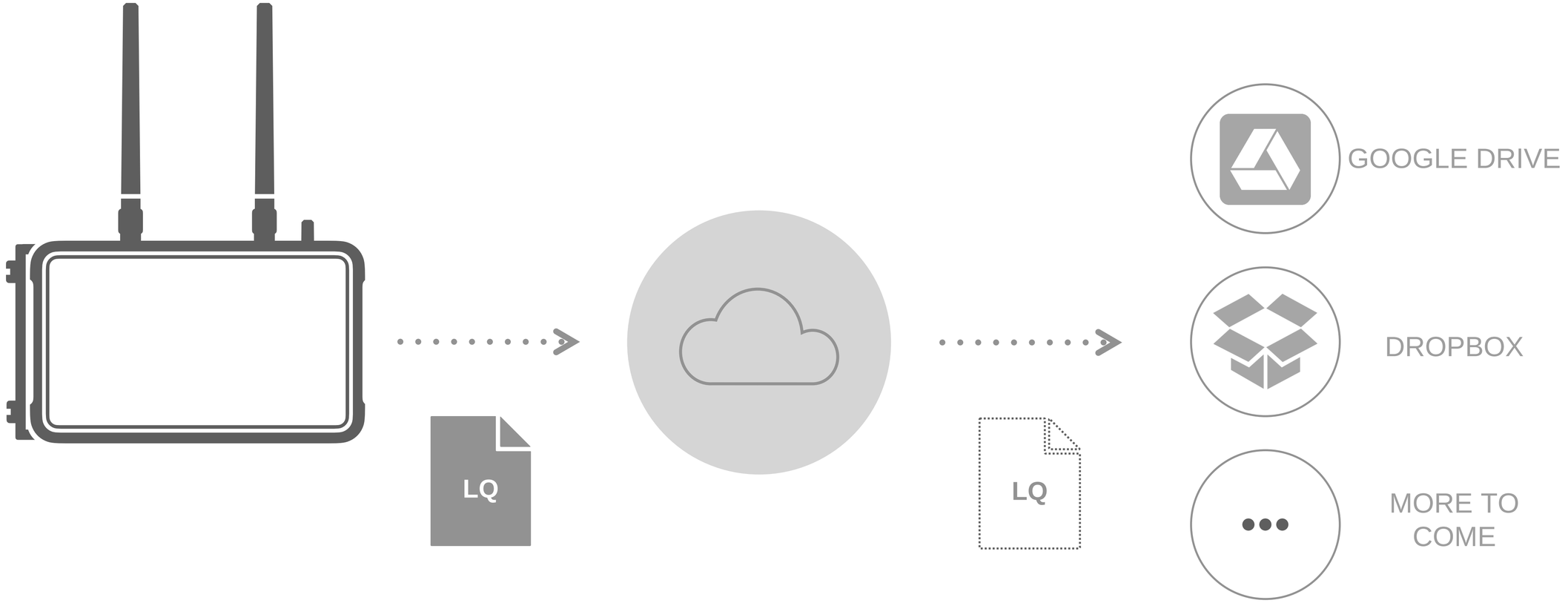


HQ – HIGH QUALITY LARGE FILE FOR FINAL DELIVERY

LQ – LOWER QUALITY SMALL FILE FOR SHARING/COLLABORATION

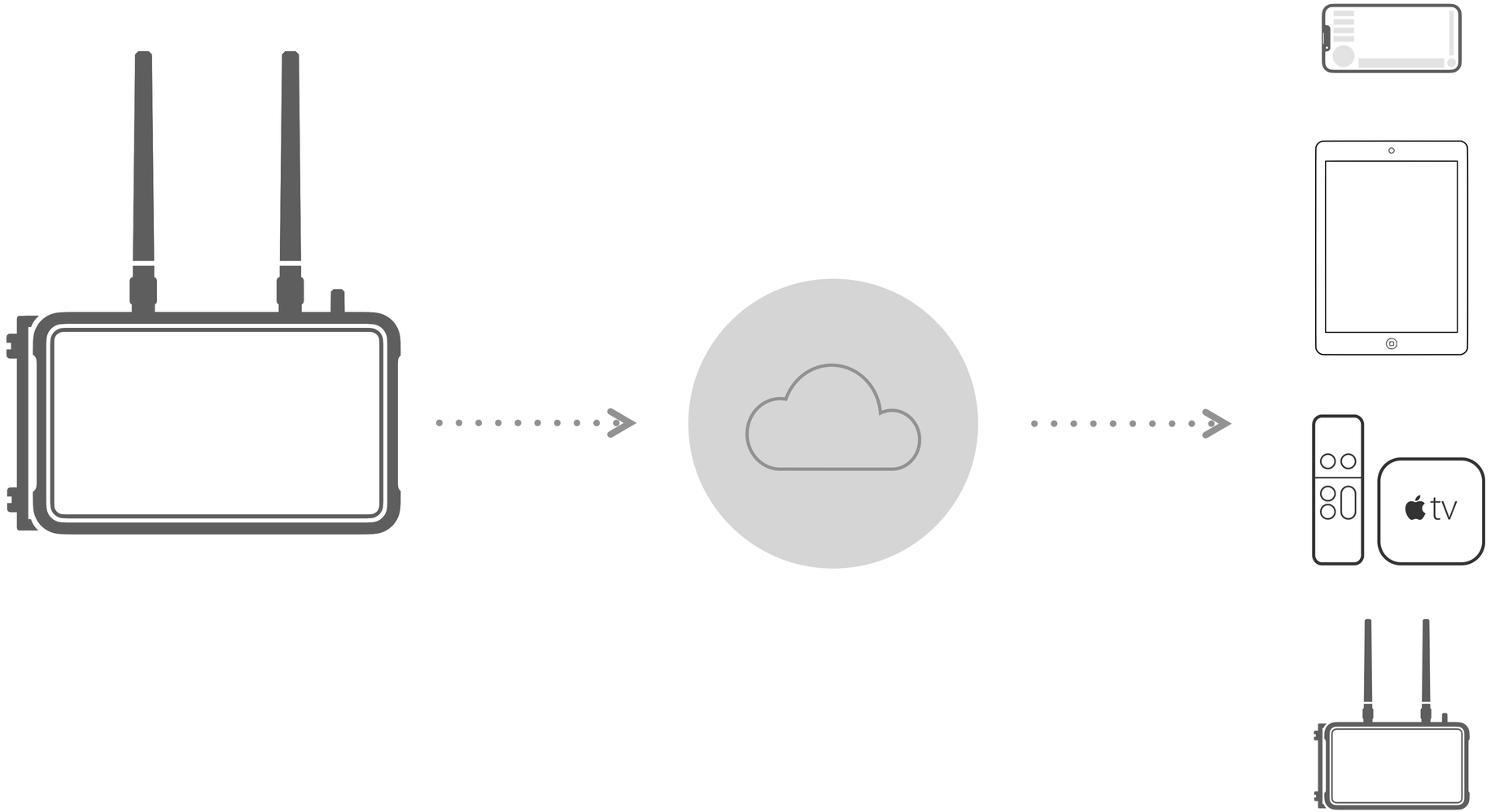
ATOMOS CLOUD STUDIO – SIMPLE PLANS

COLLABORATION - FILE SHARING



ATOMOS CLOUD STUDIO

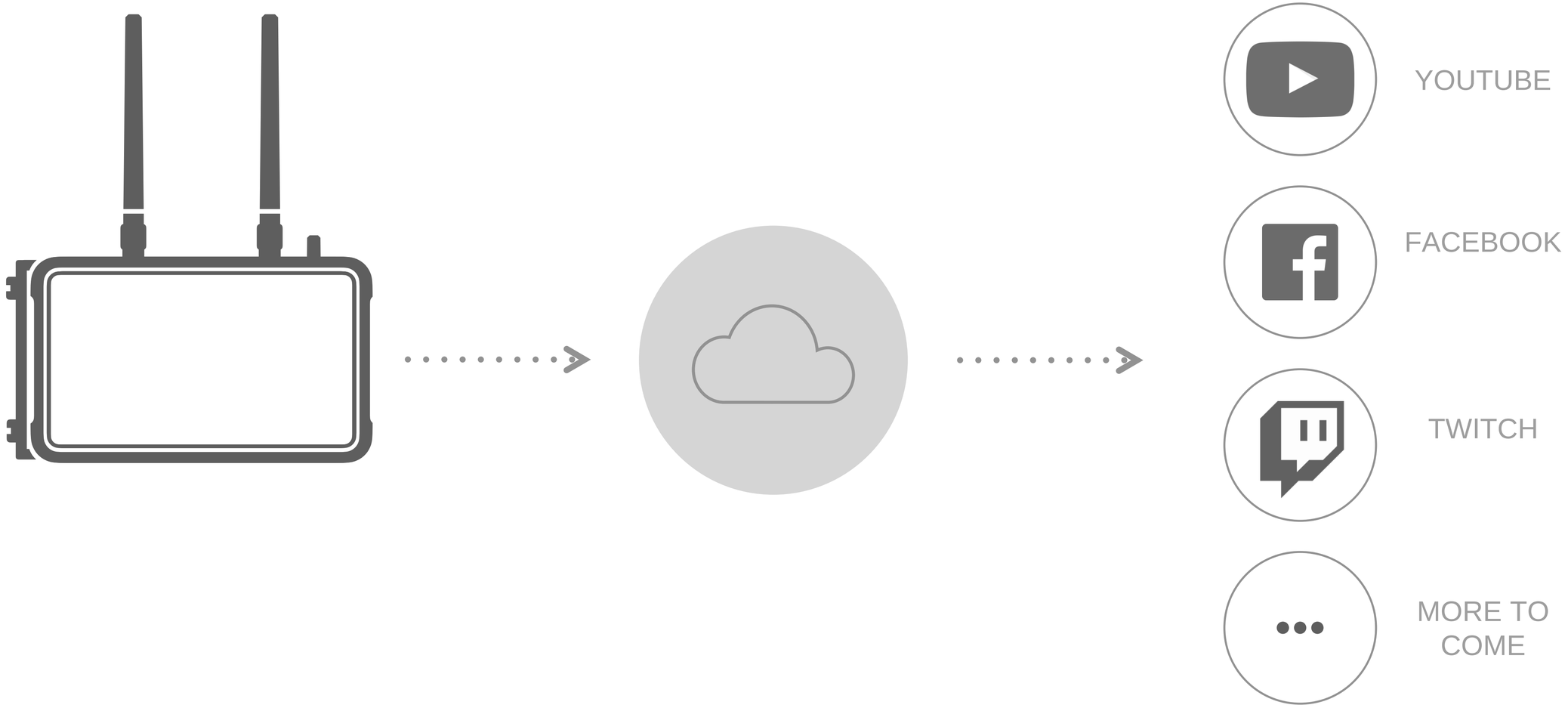
COLLABORATION - LIVE VIEW ON-SET VIDEO FROM ANYWHERE



CLIENT OR DIRECTION REMOTE VIEW OF WHAT'S HAPPENING ON SET WITH VERY LITTLE DELAY

ATOMOS CLOUD STUDIO

LIVE STREAM VIDEO TO SOCIAL PLATFORMS



ATOMOS CLOUD STUDIO – PREMIUM PLANS

OVERVIEW

LIVE PRODUCTION. ANYWHERE. ANYBODY.

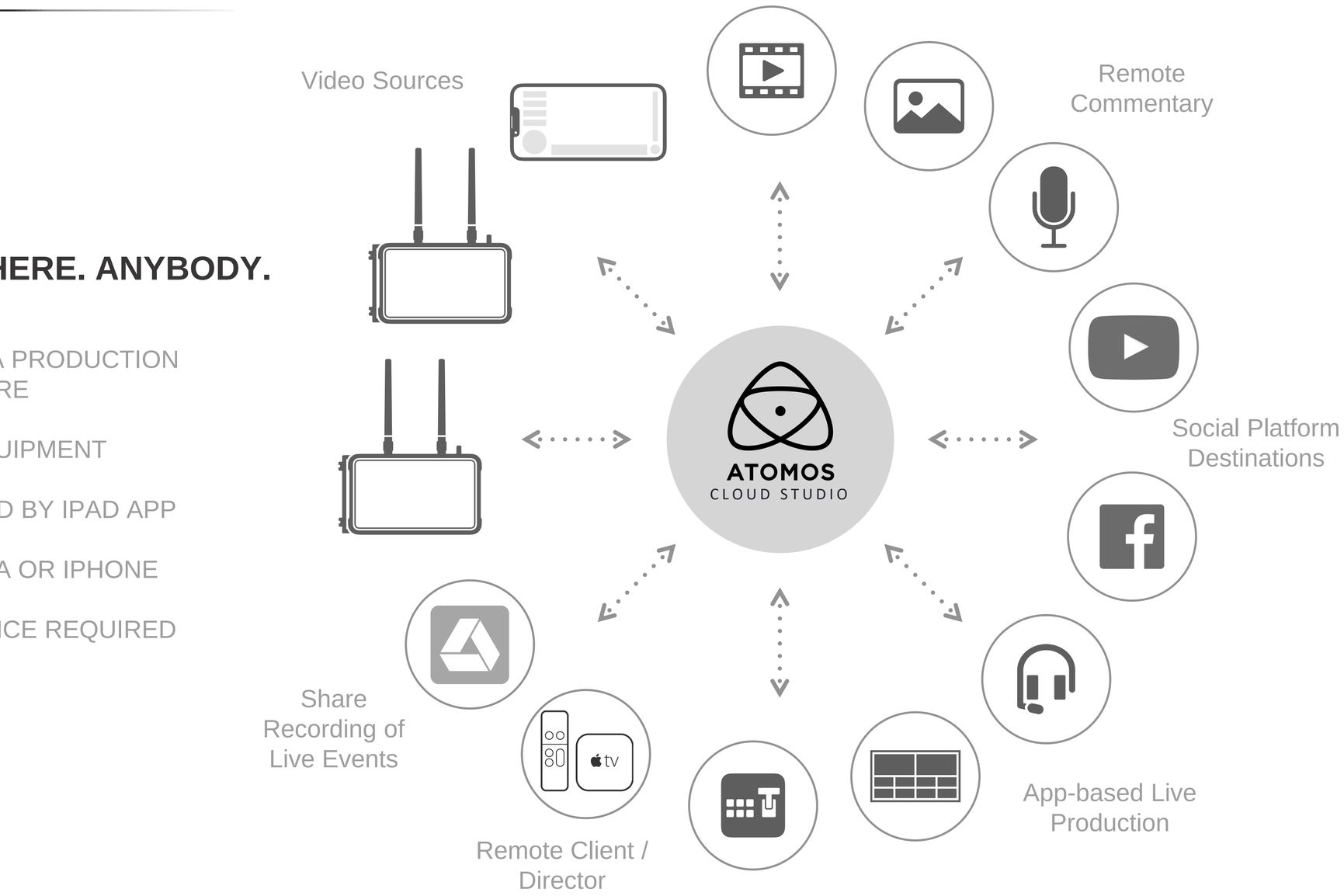
SIMPLE LIVE MULTI-CAMERA PRODUCTION FROM ANYWHERE

NO COMPLICATED EQUIPMENT

CLOUD BASED CONTROLLED BY IPAD APP

VIDEO INPUTS FROM NINJA OR IPHONE

NO PRODUCTION EXPERIENCE REQUIRED





GET RID OF THE KIT

MAKE IT EASY

AID COLLABORATION

ATOMOS CLOUD STUDIO – PREMIUM PLANS

COMPLICATED HARDWARE REPLACED BY SIMPLE SOFTWARE



Producer

VOICE COMMS





Commentator





Director or Client

VOICE COMMS

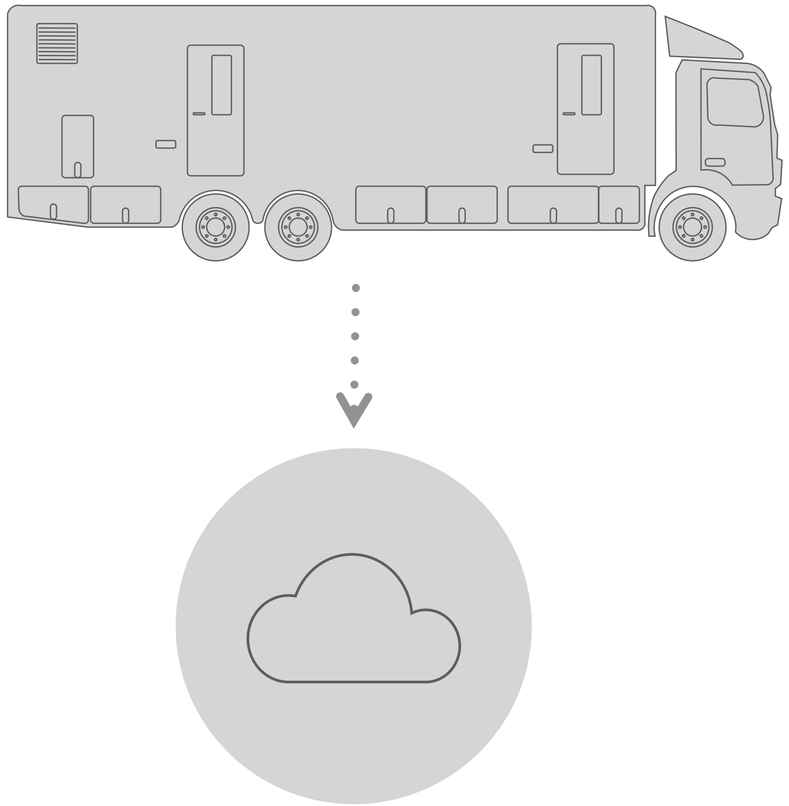




Camera Operators

ATOMOS CLOUD STUDIO – PROFESSIONAL PLANS

BROADCAST LEVEL LIVE PRODUCTION



MOVE TO THE CLOUD
GET RID OF THE GEAR

ATOMOS CLOUD STUDIO – PROFESSIONAL PLANS

ELIMINATE LOTS OF EXPENSIVE EQUIPMENT. REPLACED BY SOFTWARE





GET RID OF THE KIT

MAKE IT EASY

AID COLLABORATION

ATOMOS

CLOUD STUDIO

$3M+

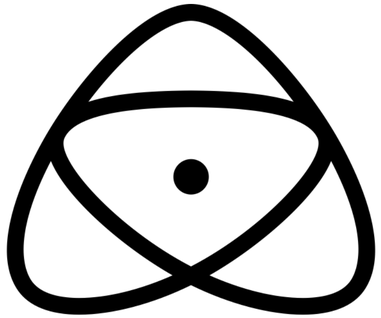
ARR YEAR 1

END OF FY23

$6M+

ARR YEAR 2

END OF FY24



ATOMOS

HARDWARE. SOFTWARE. CLOUD.

Q&A