

Press Release:

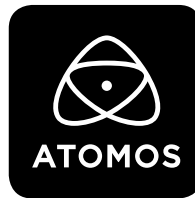
ATOMOS previews Cloud Studio, a powerful new collection of cloud-based video production tools and services.

At the NAB Show in Las Vegas, ATOMOS is previewing Cloud Studio, a collection of services including Capture to Cloud and Stream live using new network-connected devices.

Melbourne, Australia – 22nd April 2022 – ATOMOS today is providing a sneak peek of Cloud Studio, a collection of video production services at the NAB Show in Las Vegas, Nevada. Cloud Studio, developed in partnership with MAVIS, represents a radical innovation for all video creators, streamers, and filmmakers. Cloud Studio will launch with two new cloud-based live video production services for sharing and real-time collaboration. ATOMOS Capture to Cloud uploads files from ATOMOS network connected devices to cloud-based platforms, including Frame.io (an Adobe Company). ATOMOS Stream uses any ATOMOS network enabled device to live stream to popular platforms like Facebook Live, Twitch, YouTube, and more. To mark the return of the show MAVIS have released a free version of the MAVIS Pro Camera for NAB. The app is a powerful 4K video camera for filmmakers and future updates will work seamlessly with the ATOMOS Cloud Studio.

ATOMOS Capture to Cloud

With the new Capture to Cloud, ATOMOS has introduced the most powerful, flexible, and immediate way to share clips from a camera with the new ATOMOS CONNECT or SHOGUN CONNECT devices to remote team members. Over the past two years online review and collaboration platforms have become essential services and transformed the relationship between production and post. These cloud services are rapidly growing in popularity and have proven their efficiencies on thousands of productions. By removing the need to manually offload cards during production and wait for rushes to be reviewed, cloud workflows breakdown the traditional divisions that exist between production and post, bringing teams closer. It's safe to say that these tools are here to stay. Capture to Cloud adds new dimensions to these systems by allowing more cameras than ever before to be connected to online services and by introducing faster ways to upload footage.



Just as ATOMOS works with many different camera manufacturer partners to provide the most flexible recording and monitoring solutions, the engineers have been careful to design Capture to Cloud to support an array of cloud services. The platform will launch with integrations for businesses using file sharing services and studios working with Frame.io, with many more to come. With Capture to Cloud customers will simply connect any network enabled ATOMOS device to their camera and begin uploading clips instantly to the cloud service of their choice.

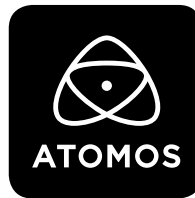
Capture to Cloud also includes support for ATOMOS AirGlu™ technology which enables direct communication between devices and provides a wireless timecode lock, an essential feature for all multi-camera post-production workflows. AirGlu™ greatly simplifies the nature of multi-camera production and transforms what has been an exclusive workflow into one that expands across devices from iPhone via Bluetooth LE and includes support for ATOMOS UltraSync. With ATOMOS AirGlu™ synchronisation becomes so easy that filmmakers at every level can use it to elevate the production value of their multi-camera project.

Capture to Cloud also supports a unique “dual record” mode to further accelerate the process of uploading to the cloud. With dual record enabled ATOMOS CONNECT, or SHOGUN CONNECT will record two files with matching filenames, timecode, metadata simultaneously. The full-resolution, Apple ProRes 422 or ProRes RAW* “hero” version and a high-quality, bandwidth-efficient HEVC (H.265) version. Each proxy is automatically uploaded to the cloud using a new ATOMOS progressive file transfer protocol, which can begin uploading the file even as it’s being captured. With this technology ATOMOS Capture to Cloud sets a new standard for the fastest way to transfer, securely back-up, and share clips with remote team members, bypassing the usual delay of waiting for camera cards to ingest, hard drives to ship, or even for the camera to stop recording. The simplicity and effectiveness of Capture to Cloud will empower customers to define new creative processes, explore new ways to work collaboratively with teams across the world, and set new standards for digital film and video production.

* ProRes RAW requires NINJA V+ or SHOGUN CONNECT

ATOMOS Stream

An all-in-one solution that enables any ATOMOS network-enabled device to deliver a live stream. Whether customers use the new ATOMOS CONNECT for NINJA V and NINJA V+ or the SHOGUN CONNECT, connecting the device to the destination platform and configuring a stream has never been easier. At launch ATOMOS Stream will include free support to deliver content directly to a single platform including Facebook Live, Twitch, YouTube, and more. Later this year, ATOMOS aims to release a premium “restreaming” service, via ATOMOS Cloud Studio to support the delivery to multiple platforms simultaneously. ATOMOS Stream employs industry standard encryption to ensure that all data transfers are protected and streams are secure. The integrated system supports an unprecedented range of cameras that sets a new benchmark for flexibility and reduces barriers to



entry. Customers can choose to work with high-end digital cinema cameras, mirrorless or DSLR cameras, or iOS devices. With ATOMOS Stream customers can be confident in the quality and consistency of their live stream.

ATOMOS Live Production

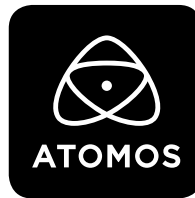
At NAB ATOMOS and MAVIS will be providing an exclusive technology preview of ATOMOS Live Production, a complete, cloud-based control room for live video and remote collaboration. Production for live events and multi-camera shoots has never been this accessible or this easy. With Live Production video creatives will be able to produce a live show, of the highest quality, at a fraction of the cost. The toolset includes a fully-featured video switcher and sound mixer, with video effects and graphics, and talkback.

Live Production can work with any camera, from professional broadcast models, through DSLR and mirrorless, to the Apple iPhone and the system is able to provide timecode sync to all sources in the cloud and on every connected device. Using the new ATOMOS CONNECT or SHOGUN CONNECT devices, camera feeds are streamed to the Live Production system. Utilizing an ultra-low-latency protocol, each stream can be controlled in real-time from a browser, iPad app, or any compatible control panel from anywhere in the world. Once logged into the system crew members can view, direct, produce, mix, and more from any location. The integrated live talkback technology keeps team members connected and allows for an iPhone to be hooked up to ensure team members can communicate directly and easily. Delivery destinations include a dedicated Apple TV app or iOS devices, to make sure everyone can see the production as it goes live.

By relocating services to the cloud and presenting the interface on familiar devices, like the Apple iPad, ATOMOS has opened many more opportunities for filmmakers, event producers, streamers and video content producers at every level to work on live productions and present diverse kinds of event to new audiences around the world. The technology has been developed and tested by experienced industry professionals to ensure that it is robust and capable of supporting distributed teams and remote collaboration. Live Production represents a fundamental shift in the technologies required for outside broadcasts and live events. With this release, ATOMOS has created an entire workflow that reduces the technical burden, lowers the knowledge barriers, and eliminates the significant expense associated with conventional productions.

MAVIS Pro Camera in partnership with ATOMOS

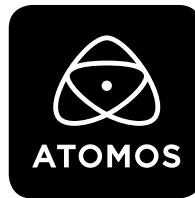
To recognise the much-anticipated return of the NAB Show and celebrate the announcement of ATOMOS Cloud Studio, ATOMOS and MAVIS have partnered on a commemorative version of MAVIS Pro Camera for iOS. The app supports 10-bit, 4K, HDR video capture and a host of professional camera features that will be familiar to every ATOMOS customer, including waveforms, false color, anamorphic conversion, and frame guides. Pro Camera also supports ATOMOS AirGlu™



technology which enables direct communication between devices and provides a wireless timecode lock. With AirGlu™ Pro Camera uses wireless timecode protocol over Bluetooth to the ATOMOS UltraSync Blue, the new SHOGUN CONNECT, or a NINJA V/V+ with AtomX SYNC or the new ATOMOS CONNECT accessory. AirGlu™ is the easiest and most accurate way to sync multiple cameras for editing, live switching, or streaming and is fully integrated with ATOMOS Cloud Studio services. Pro Camera provides options to record both H.264 and HEVC (H.265) at different frame sizes up to 4K and multiple frame rates ranging from 3 to 240fps. With this release, the app will also add support for ProRes on the iPhone 13 Pro and iPhone 13 Pro Max, with frame sizes up to 4K at 30fps, which means the Pro Camera app can comfortably sit alongside ATOMOS-equipped professional cinema, DSLR, and mirrorless cameras. The app will be completely free for the duration of the NAB Show.

MAVIS Broadcast

MAVIS is founded on the belief that the power of cloud services can be leveraged to transform live production, simplify output to accommodate multiple platforms simultaneously, provide enormous cost savings, while maintaining the highest standards of quality. The team at MAVIS have many years of experience working in broadcast system architecture and graphics workflows. MAVIS products are able to replace traditional outside broadcast hardware and create a cloud-based control room to enable production from anywhere in the world. The collaboration of the two companies will be showing the technology preview at NAB 2022.



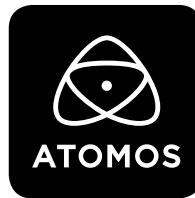
ATOMOS CONNECT

ATOMOS CONNECT is the ultimate accessory for the NINJA V and NINJA V+ and represents a ground-breaking innovation for the NINJA product line. The ATOMOS CONNECT fits to the back on the NINJA V/V+ and features a 12G SDI interface, ATOMOS AirGlu™ wireless timecode for seamlessly synchronizing all cameras, multiple power options to accommodate a variety of on-set scenarios, plus Wi-Fi 6, network Gigabit Ethernet, and Bluetooth LE capabilities for flexible connections. When attached to the NINJA V/ V+, the ATOMOS CONNECT transforms professional cinema, mirrorless, and DSLR cameras into fully integrated devices that support a range of advanced cloud-based workflows. ATOMOS CONNECT, will be available for pre-order soon through ATOMOS resellers worldwide (MSRP \$399 US/EURO) and available to ship in June.



SHOGUN CONNECT

The SHOGUN CONNECT builds on the ground-breaking SHOGUN product-line. Featuring a brighter screen and multiple recording options, the SHOGUN CONNECT is the first fully integrated product in the CONNECT range. It combines HDR monitoring, RAW recording, and cloud workflows. The SHOGUN CONNECT features a loop through 12G SDI IN and OUT interface with an option to activate SDI RAW and send a signal to multiple devices. ATOMOS AirGlu™ wireless timecode for seamlessly synchronizing all cameras, multiple power options to accommodate a variety of on-set scenarios, plus Wi-Fi 6, Gigabit Ethernet, Bluetooth LE, and USB C to ensure flexible, all-round connectivity. The SHOGUN CONNECT transforms professional cinema, mirrorless, and DSLR cameras into fully integrated devices that support a range of advanced cloud-based workflows.



SHOGUN CONNECT, will be available for pre-order soon through ATOMOS resellers worldwide (MSRP \$1299 US/EURO) and available to ship in June.



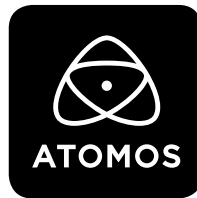
See ATOMOS Cloud Studio in Action

The ATOMOS Cloud Studio, including ATOMOS CONNECT, SHOGUN CONNECT, and other ATOMOS cloud services will be previewed in the ATOMOS booth #C9526 in the Central Hall during the NAB Show in Las Vegas, Nevada. The CONNECT devices will be available for pre-order soon from ATOMOS resellers worldwide and will be shipping in June 2022. ATOMOS Cloud Studio services will be available from June and will be completely free for an initial promotional period of three months. From September ATOMOS will introduce subscription plans, starting with a free tier and other options price below \$10 per month.

About ATOMOS

ATOMOS designs pioneering products that transform the way digital film and video content is made around the world. From our range of hardware devices for monitoring and recording, easy-to-use software tools, and intelligent cloud services, we engineer best-in-class technologies, and create products for the next generation of filmmakers.

Through relentless innovation we simplify your workflow. Whether you record cinema quality footage, monitor a scene with crystal clear color accuracy, switch between multiple cameras, or stream a live event with a portable studio, ATOMOS empowers anyone to realize the best possible version of their creative potential.



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

Contact ATOMOS PR

Press information and image requests

Email: press@ATOMOS.com