



ATOMOS SHOGUN CONNECT CAMERA TO CLOUD WORKFLOW ENABLES RAPID TURNAROUND FOR RALPH LAUREN FASHION SHOW SOCIAL MEDIA REELS

Melbourne, Australia – November 15, 2022 – The new ATOMOS Shogun CONNECT, which combines portable monitoring and professional RAW recording with support for integrated and cloud-based workflows, was deployed at fashion designer Ralph Lauren’s debut show in Southern California to facilitate a camera to cloud (C2C) collaborative workflow with Frame.io. Editors in Los Angeles and New York were able to work collaboratively on the media as soon as it was uploaded, to create reels for Instagram.

The event, held on 13 October 2022 at the Huntington Library, Art Museum and Botanical Gardens in San Marino, California, was attended by Hollywood A-listers and social media influencers to celebrate the launch of Ralph Lauren’s Spring 2023 collection.

The shoot involved nine Shogun units; eight were connected to the SDI outputs of eight Sony Venice cameras, with an additional unit used to record the Director’s line cut. Although the devices recorded high resolution footage for later use, the entire show was edited and posted to Instagram using the HD H.265 proxy files that were uploaded immediately and directly to the cloud.

“As a Production Technologist, any new piece of technology integrated into a pre-existing workflow is, to say the least, nerve-wracking, with 109 client video deliverables,” said Dane Brehm, DIT for the show. “This was our first experience with Shogun CONNECT; they were intuitive, compact, and reliable for our live Ralph Lauren C2C workflow. They were mission critical to getting media into Frame.io and Premiere Pro for our LA and NY editors as fast as possible. We’re looking forward to incorporating the Shoguns in all our future live events.”

Shogun CONNECT is the latest in a succession of ground-breaking Shogun products. Featuring the comprehensive monitoring tools and recording options of its predecessor, the Shogun CONNECT combines HDR monitoring and RAW recording with advanced network and cloud workflows.

Once a Shogun CONNECT is paired with a Frame.io project via ATOMOS Cloud Studio, customers can enjoy a complete, end-to-end C2C experience. Every recorded clip is immediately available to view directly in Frame.io, or for editing in Frame.io integrations with Premiere Pro, Final Cut Pro, Media Composer, and DaVinci Resolve. Combining ATOMOS connected devices with Frame.io allows any production to deploy a cloud-based workflow that saves time and money.

“The CONNECT line helps to close the gap between production and post, enabling huge time efficiencies by recording directly to the cloud or streaming live. This project is a great example of how high-quality content can be quickly and efficiently produced and shared, thanks to Shogun CONNECT, said Paul Scurrrell, Senior VP of Product Development, ATOMOS.”

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

e: Denisew@bubbleagency.com – t: 503.806-0755

e: rufusj@bubbleagency.com -- t: +44 (0) 7921 299 542

Related Images - <https://bit.ly/3GkdEK3>

