



## **Atomos Adds Camera to Cloud to Zato CONNECT**

*Atomos' entry-level networked monitor-recorder  
makes camera to cloud workflows even more affordable*

**Melbourne, Australia – 21 February 2023** – With the release of a free-of-charge firmware update, Atomos is bringing Camera to Cloud (C2C) functionality to Zato CONNECT. Costing just \$/€ 399 excluding sales taxes, Zato CONNECT is by far the most affordable way of making virtually any HDMI camera, or webcam, C2C-capable.

Camera to Cloud technology, powered by Frame.io, dramatically speeds up the content creation process by reducing the time it takes to get from acquisition to post-production. There's no waiting for hard drives to be shipped, or files to be copied from one device to another; the Zato hero files are uploaded directly to the cloud from the camera, so that editors and remote stakeholders such as producers, directors, even clients, can start working on the material immediately.

Zato CONNECT is a lightweight, battery-operated 5-inch monitor-recorder that is typically, but not exclusively, camera-mounted. With this new update the Zato can upload a copy of the fixed bit-rate H.264 file recorded to an SD card directly to Frame.io.

“Unlike our other networked CONNECT devices, Zato doesn't record ProRes or DNx, so there is no hero file relinking in this workflow,” said Paul Scurrell, Senior VP Product at Atomos. “This solution is designed for getting edited content super-fast to social media platforms, where the HD H.264 quality is more than acceptable. There is no other solution available today that offers C2C with this feature set at this price point. We're confident that when our customers try out this new workflow, they will not want to go back.”

With the imminent introduction of Atomos Cloud Studio subscription plans, customers will be able to fine-tune image quality and bit-rate settings by subscribing to a low-cost monthly plan.

Atomos CONNECT products have already been successfully deployed in collaboration with Adobe Camera to Cloud at several recent events, including Ralph Lauren's 2023 debut show and the Sundance Film Festival in Utah.

Zato CONNECT with Camera to Cloud will be shown in public for the first time at BSC Expo, Battersea Evolution, London, on 24<sup>th</sup> & 25<sup>th</sup> February.

"With Zato CONNECT, shooting directly to the cloud is now affordable for virtually every budget. Zato is the fastest way to speed up capture, edit, and delivery to social media in the market" commented Michael Cioni, Sr. Director, Global Innovation, Frame.io. "Filmmakers, small businesses, e-commerce, houses of worship, influencers and nonprofits can use Zato CONNECT to make life easier and we're proud to be part of this new workflow."

**-ENDS-**

### **About Atomos**

Atomos is a video technology innovator. It was the first to combine high-quality touchscreen monitors, removable storage, and Apple ProRes to dramatically augment almost any camera.

With CONNECT, Atomos extends the capabilities of its monitor-recorders with a host of cloud-based tools and services. Content creators now have greater peace of mind as footage is simultaneously stored on the camera, in the cloud and on the Atomos recorder. Media can also be quickly and easily integrated into remote and collaborative workflows, anywhere in the world.

By using online services to augment the capabilities of its physical products, Atomos empowers filmmakers and video creators with innovative tools, within a flexible ecosystem of subscription-based services that can grow with customers' needs.

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. More information at: [www.atomos.com](http://www.atomos.com)

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