**Atomos to Support Sony’s Ci Media Cloud®**

 *Ci camera to cloud workflows to be available to a wide range of cameras via
Atomos Cloud Studio to enable speedy, seamless transfer of content*

**Melbourne, Australia – 13th April** **2023** – Atomos and Sony Electronics have announced a collaboration that will enable Ci Media Cloud access directly from Atomos Cloud Studio - integrating Atomos’ pioneering CONNECT range of camera mounted monitor-recorders\* which can be attached to virtually any HDMI or SDI camera source.

On set camera to cloud workflows significantly speed up content creation by reducing the time it takes to get from acquisition to post-production. There is no need to ship hard drives or copy files from one drive to another. With this integration, users can upload files directly to a specific folder in their Ci Workspace from any camera using Atomos CONNECT products. Once files are uploaded to a Workspace, Ci automatically creates transcodes, and makes the files available for preview, commenting, and review. Files, proxies, and clips can be delivered to post-production teams directly from Ci, avoiding duplicate copies of files and redundant rendering. Flexible access models, unlimited userss, and secure file sharing tools allow productions to quickly and easily bring new team members on to projects and work seamlessly together.

Basic access to Sony’s Ci Media Cloud will be available through Atomos Cloud Studio free of charge. For just $/€5 per month, customers can register up to five Atomos CONNECT devices, all capable of uploading 1080P proxy files while recording production-quality files locally. Proxy uploads use Atomos’ unique progressive file transfer technology, a transformative innovation that gets content into Ci extremely quickly.

“Sony’s Ci Media Cloud platform is firmly established in high-end scripted and movie workflows,” said Trevor Elbourne, CEO of Atomos. “With our integration we can bring this rich collection of proven online tools to a much wider audience. We see Atomos Cloud Studio as the gateway into many different workflow solutions, and we’re excited to be offering our customers more options to suit their preferences.”

“Atomos’ monitor-recorders have long supported Sony’s camera technology and been a favorite among users within the M&E industry,” said David Rosen, Vice President of Cloud Applications and Services, Sony Electronics. “The integration between Ci and Atomos provides today’s creator with an agile and streamlined pathway to support rapid delivery of high-quality content to the cloud, saving valuable time during production. This new compatibility allows creatives to tell powerful stories in a timely fashion – from virtually anywhere – using the tools they love.”

The new integration is scheduled to be rolled out in mid-2023.

*\*excludes Zato CONNECT*

**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 enhance 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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**About Sony Electronics Inc.**

Sony Electronics is a subsidiary of Sony Corporation of America and an affiliate of Sony Group Corporation, one of the most comprehensive entertainment companies in the world, with a portfolio that encompasses electronics, music, motion pictures, mobile, gaming, robotics and financial services. Headquartered in San Diego, California, Sony Electronics is a leader in electronics for the consumer and professional markets. Operations include research and development, engineering, sales, marketing, distribution and customer service. Sony Electronics creates products that innovate and inspire generations, such as the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to industry leading 4K and 8K Ultra HD TVs. Visit [sony.com/news](http://www.sony.com/news) for more information.

**About Ci Media Cloud**

Ci is a cloud-based solution from Sony that allows users to capture, backup, review, transform and run streamlined post-production workflows without moving or copying content. It is the only media platform that offers content acquisition portals, real-time collaboration, automated transcoding, high-speed file transfer, QC, logging, and archive functionality in a single SaaS offering. Ci launched in 2013 and is used in more than 160 countries. For more information, visit [cimediacloud.com](https://www.cimediacloud.com/).