



## **LA Clippers Choose Atomos Ninja Ultra for Social Media Engagement**

**Melbourne, Australia – 15th November 2023** – Atomos announces that the LA Clippers are using the Ninja Ultra monitor-recorder for capturing highlights, interviews, game highlights, and behind-the-scenes footage for engaging with fans on social media.

Ninja Ultra incorporates the new AtomOS 11 operating system, which is optimized for camera to cloud. This workflow allows the LA Clippers media team to simultaneously share and upload files and collaborate in real-time with editors, using Frame.io, powered by Adobe. The speed at which files are uploaded allows editors to immediately begin work, so the social media team can quickly share moments with fans.

The LA Clippers have also deployed the new 4K H.265 upload facility of the Ninja Ultra which, when used with Atomos Connect, allows the production team to capture content and automatically upload high-quality 10-bit 4K H.265 proxies to Frame.io right after each take. With these 4K proxies, editors can punch in and crop the image using different aspect ratios for delivery on multiple social media platforms. Delivering 4K clips to the cloud through this H.265 upload feature allows the LA Clippers production team and their remote editors more creative flexibility and freedom when choosing their composition, all without sacrificing quality.

Plus, the stress of tight deadlines is greatly reduced since clips are automatically ready in Frame.io after each take, ensuring editors can work in tandem with the camera and production team.

To learn more about the Ninja Ultra, visit the Atomos website at:

<https://os11.atomos.com/explore/ninja-ultra/>

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## About Atomos

### **While the industry makes better cameras, we make cameras better.**

Atomos is a video technology innovator. When we started just over a decade ago, we combined high-quality touchscreen monitors, removable storage and Apple ProRes to dramatically improve the quality of video captured by almost any camera. For the first time, videomakers could take the uncompressed output from the camera and store it in Apple's professional, easy-to-edit format.

New generations of faster, lighter, tougher and brighter products followed, taking in HDR, 4K and even 8K. Now "Atomos" has become part of the filmmaker's vocabulary.

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 their footage is simultaneously stored on the camera, in the cloud and on the Atomos recorder. Workflows anywhere in the world can access media from a cloud-connected Atomos device.

Our new online services extend our physical products' capabilities, empowering filmmakers and video creators with essential tools for camera-to-cloud, collaboration and review, cloud editing, live multicam production, wireless timecode and streaming. It's 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).

### **Media Contacts (press information and image requests)**

e: Denise Williams [denisew@bubbleagency.com](mailto:denisew@bubbleagency.com) t: +1 503 806 0755 (The Americas/APAC)

e: Emma Weeks [emmaw@bubbleagency.com](mailto:emmaw@bubbleagency.com) t: +44 7708 475 886 (EMEA)