



Red.com

# RED DIGITAL CINEMA

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## RED DIGITAL CINEMA SHOWCASES DIGITAL MOTION AND STILL CAPTURE - PLUS LIVE 4K BROADCAST - AT INTERBEE

November 5, 2014

Chiba City, Japan— RED Digital Cinema continues to revolutionize the world of digital still and motion cameras with the 6K RED DRAGON sensor. Boasting over 19 megapixels, a new color science and higher dynamic range, the DRAGON sensor takes both EPIC and SCARLET to the next level – further blurring the line between motion and still cameras.

RED is not only breaking new ground in photography image capture – with DRAGON receiving the highest DxO Mark sensor rating ever – it is also offering more tactical options for photographers. The newly reworked REDCINE-X PRO provides RAW workflow and now features frame tagging, so shooters can mark and access specific frames while shooting. Also new within this version of REDCINE-X PRO is A.D.D. (Advanced Dragon Debayer), a new algorithm for DRAGON that carefully analyzes every pixel to create the best frame possible.

Also on display is RED's newly announced 4K Broadcast System solution. Compatible with both EPIC DRAGON and SCARLET DRAGON cameras, RED's 4K Broadcast Module offers a unique solution in today's studio and broadcast environments, while future-proofing your work for tomorrow's 4K markets. The RED 4K Broadcast Module allows you to record at up to 6K resolution while broadcasting in 4K and/or HD simultaneously. Have it all – archive 6K masters, handle the current 1080p live broadcast landscape, and be prepared to support the evolution of 4K broadcast.

Joining DRAGON on the floor of the show in booth 6201 inside hall 6 is the RED 3-Axis Lens Control System, a turn-key wireless lens control kit for driving focus, iris and zoom. The REDLINK™ Bridge – a wireless module that allows apps to communicate with the DSMC through the REDLINK Command Protocol (RCP) – interfaces with the RED 3-Axis Lens Control System's T.H.C. (TACTICAL HAND CONTROLLER) to control focus and iris on Canon and Nikon lenses. The RED Switchblade-M, a slim and lightweight interface solution that mounts to the side of your EPIC or SCARLET, will also be on display.

Whether you are a photographer, cinematographer, or broadcaster RED has one camera for it all.

If there are any questions, please contact [press@red.com](mailto:press@red.com)