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# RED DIGITAL CINEMA

34 Parker | Irvine, CA 92618 | 949.206.7900 |

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## RED DIGITAL CINEMA BRINGS LIVE 4K BROADCAST TO CCW

November 4, 2014

New York, NY — 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 – as well as the broadcast industry.

Whether you are producing a live broadcast event, or on-set streaming of live 4K images for a client – 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 R3D RAW masters, handle the current 1080p live broadcast landscape, and be prepared to support the evolution of 4K broadcast.

Join RED on the floor of the show in booth number 1225 where the Systemized RED Broadcast offerings will be showcased in three forms: Fixed Position, Hand Held and Steadicam Form. Each setup will be on display and tied into a standard 4K switcher, complete with 1080p preview monitors and a large 4K production monitor. Additionally, the RCP image control integration will be on display. Experience the workflow station which will break down the path from camera to post, and view broadcast footage captured by DRAGON on 4K monitors in the booth.

On November 12th, after the close of opening day, please join us at the Content Creators Party at the Marquee NYC from 9:00pm to 11:00pm ET. All CCW attendees are invited.

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