



## **NEWS RELEASE**

SmallHD

[www.smallhd.com](http://www.smallhd.com)

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### **SmallHD Unveils its First OLED Monitor**

SmallHD announces its first OLED monitor, the 702-OLED. The 7.7-inch screen combines the renowned color accuracy and contrast ratio of an OLED display, with the feature set of the industry standard SmallHD 702-Bright so that it is ideal on camera or on a director's rig. Able to produce wide color gamut color accuracy, it is an effective tool for DIT's and directors on-set use.

The new monitor displays a 24 Bit (8bpc) color depth with a 160+ degree, viewing angle. The 1280x800 screen has a 191 pixel per inch density. The adjustable backlight can provide up to 300 nits of brightness. Input and output ports for both SDI and HDMI are included, with cross conversion of less than a frame of latency. A thumb stick and back button provide the control interface, along with a full-size SD card slot used to save frame grabs and load 3D LUTs.

For untethered operation, integrated battery slots for LP-E6 and L-Series batteries are provided. An optional pro battery bracket will add Gold/V-mount accessibility and more mounting points for wireless receivers.

SmallHD's popular Pagebuilder OS control enables any number of user-defined monitoring options. In addition, tools such as vector scopes and waveforms are standard. The exposure assist system supports both ARRI and Spectrum based false color, with built-in IRE guides for reference. The 2x zebra bars can be utilized to warn when reaching a user-defined brightness level. Up to three fully customizable scopes can be displayed on screen at a time, with highly detailed data analysis. Five custom preset buttons allow quick access to frequently used tools.

Each 702 OLED display is individually color calibrated before leaving SmallHD. What's more, 3D LUT calibration is easily installed with advanced color management solutions like Light



Illusion's LightSpace CMS, or SpectraCal's CalMAN. Any 3D LUT can be loaded via SD card using SmallHD's ColorFlow 3D LUT engine.

Constructed of durable milled aluminum, the 702-OLED provides seven ¼-20 mounting points, and features an optically bonded Gorilla Glass screen for added durability.

MSRP for the 702-OLED is \$1599. However, there is a special Early Adopter bundle for those who place orders prior to March 1, 2017 at [www.smallhd.com](http://www.smallhd.com). In addition to the 702-OLED, this special package includes a DCA5 D-TAP power adapter, hardshell case, neoprene sleeve and 12 inch SDI cable for \$1449. Shipments begin in March.

For more information visit <https://www.smallhd.com/community/702-oled>  
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#### About SmallHD

Founded in 2009, SmallHD has made a name as the leading innovator of on-camera monitoring solutions for professional cinematographers, videographers, and photographers worldwide. Creators of the world's first high definition on-camera monitor, SmallHD continues to push the envelope of what's possible in an on-camera, studio and production displays by combining advanced cutting-edge technology with accessible pricing.

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For additional photos and other news, please go to [www.abouthethegear.com](http://www.abouthethegear.com)

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