



NEWS RELEASE

SmallHD

www.smallhd.com

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SmallHD Premieres Brightest HDR Monitors with LEMO Power

SmallHD introduces the new 5-inch and 7-inch UltraBright monitors with breakthrough viewing in full sunlight. They are designed to fill a variety of needs from a gimbal operator requiring a bright yet compact monitor, to a first AC pulling critical focus in all environments, or to show a director two camera angles at once.

The 503 displays a bright 2200-nits while the 703 displays 2500-nits. These on-camera monitors feature a 10-bit, 1920x1080 IPS LCD optically bonded Gorilla Glass screen with LEMO power. Plus, both 503 and 703 UltraBrights offer HDR Preview. For more accurate onset exposure adjustment, users may select Camera Input Gamma in the settings menu and individually tweak footage white point and black point via data values in the form of a histogram.

The UltraBright monitors have SDI and HDMI inputs and outputs featuring built-in cross conversion. A Dual View function allows either two SDI or an SDI and an HDMI input to be displayed side-by-side—an advantage for A/B camera set-ups or viewing LOG and DeLOG footage onset.

Like SmallHD's other monitors, a useful suite of tools is included in the UltraBrights, offering functions including 3D LUT support, HD Waveform and scopes, Focus and Exposure Assists, and PageBuilder OS that allows customizing menus to each camera operator's individual preference.

Engineered for professional power solutions, the 503 and 703 feature integrated 2-pin 12V LEMO input for powering the monitor and Native mounting solutions for both Anton Bauer Gold/V-mount and Sony L-Series dual battery plates.

SmallHD UltraBrights are now available for pre-ordering in cost-saving Early Adopter Bundles,



available until March 31, 2017, with up to \$520 savings. For more information visit local dealers or www.smallhd.com.

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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.aboutthegear.com

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