

**NEWS RELEASE**

SmallHD

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

Effective: March 4, 2019

**SmallHD Intro's Bright 7" Touchscreen Monitor**

SmallHD unveils its first 7-inch touchscreen monitor, the FOCUS 7. Modeled after the 5-inch FOCUS, it is designed for use with low-profile camera setups. Daylight viewable, the FOCUS 7 provides full HD resolution and power output functionality--for under \$700.

"The original 5-inch FOCUS monitor was successful because it made shooting with a small DSLR or mirrorless cameras so much easier," says Dale Backus, SmallHD Co-Founder. "The FOCUS 7 offers similar functionality, while adding display size and resolution, without adding bulk." The new monitor weighs less than a pound.

Martin Vann, SVP of Sales and Marketing for Creative Solutions adds, "The new FOCUS 7 is the latest addition to our popular FOCUS series. The line has grown to include integrated wireless monitors with Teradek Bolt technology, as well as OLED and SDI offerings".

The FOCUS 7 on-camera monitor features a 1000-nit bright, 1920x1200 resolution, IPS LCD touchscreen display. With full-size HDMI input, it is capable of accepting video up to 4k resolution at 30fps. The 2 integrated Sony L Series battery slots are conveniently hot swappable. In addition, this monitor provides a 3.5mm barrel output that can supply power to small DSLR and mirrorless cameras, using battery specific adapter cables.

Mounting solutions for the FOCUS 7 include (4) each ¼"-20 threads and an optional Tilt Arm mounting accessory. Customized for the 7" touchscreen, the new Tilt Arm utilizes the camera's cold shoe and provides friction-based tilt for easy monitor adjustments.

Equipped with SmallHD OS3 software and SWIPE user interface, the FOCUS 7 offers the operator quick-customizable professional tools including HD Waveform, Vectorscope, False color and Focus Assist/Peaking, Anamorphic De-squeeze, Framing Guides, and unlimited 3D LUTs via SD card.



The FOCUS 7 measures 6.9"/17.5cm wide, 4.7"/11.9cm high and just 1"/2.5cm deep, and weighs 11.28-oz/0.319kg. It is available immediately from the global network of SmallHD resellers and partners. For more information or to order online, visit:

<https://www.smallhd.com/lp/focus7/>

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

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#### **About Vitec Creative Solutions**

Headquartered in Southern California, USA, Creative Solutions (CS) designs and manufactures premium products for film and video production companies, broadcasters, independent content creators and enterprises. Comprising the brands Teradek, SmallHD, and Wooden Camera CS products are used around the world for film, television, sports, news, live events and online streaming. CS has manufacturing and R&D centers in the US and Israel and our products are available via our global partners and our own websites.

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#### **A snapshot of The Vitec Group plc**

Vitec is a leading global provider of premium branded products and solutions to the fast moving and growing "image capture and content creation" market.

Vitec's customers include broadcasters, independent content creators, photographers and enterprises, and our activities comprise: design, manufacture and distribution of high-performance products and solutions including camera supports, camera mounted electronic accessories, robotic camera systems, prompters, LED lights, mobile power, monitors, bags, motion control and noise reduction equipment.

With approximately 1,800 employees across the world in 13 different countries, the company is organized in three Divisions: Imaging Solutions, Production Solutions and Creative Solutions.

The Vitec Group plc is listed on the London Stock Exchange with 2018 revenue of £385.4 million.

More information can be found at: [www.vitecgroup.com](http://www.vitecgroup.com)

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