NEWS RELEASE

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

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**SmallHD Intros the 701 Lite and 702 Lite, 7” Monitors**

SmallHD adds two new high-definition on-camera monitors to its feature-rich 700 Series. The 701 Lite and 702 Lite offer 450-nit 720p displays and provide the unmatched durability and on-set versatility of SmallHD’s latest generation of monitors, at the most affordable price.

These new monitors offer an intuitive operating system with built-in professional software tools like Focus Assist, Exposure Assist, Waveform, RGB Parade, Audio Meters and more. You can even apply 3D LUTs to the image in real time as post-production preview. With the Pagebuilder menu, presets can be configured to allow the shooter to quickly toggle between frequently used pages of in-monitor tools. In addition, multiple monitor users can design tool pages tailored for their specific shooting needs.

A full-sized SD card slot allows users to conveniently transfer images and LUTs. Users can opt for SmallHD’s free 3D LUT collection, or custom LUTs that can be added and applied so crewmembers and clients can easily visualize what the scene will look like after post-production colorization. The SD card also allows the capture of a virtually unlimited number of on-screen images from the monitor, and overlay nearly any JPEG over live video—a real plus for continuity and post-production.

Designed for the wear and tear of production, each HD screen is shock mounted and housed in a forged aluminum chassis. The 701 provides HDMI in and outputs, while the 702’s feature both HDMI and SDI inputs and outputs, with low latency cross conversion between HDMI to SDI, and vice versa.

An exclusive feature of 700 Series monitors is that they accept either Canon LP-E6 or Sony L-Series battery packs in the same battery slot. With a low 10-Watt power draw, the monitors will run off a pair of Sony NPF-970 batteries for 9 hours straight. They can also be powered from an AC adapter or a P-Tap/D-Tap off a large camera battery.

The new 701 Lite and 702 Lite start at $699 MSRP. They will join the 700 Series’ powerhouse 702 Bright, which provides 1080p resolution and 1000 nit brightness for viewing in extreme outdoor lighting. Deliveries for the 701 Lite and 702 Lite monitors begin immediately.

For more information about the 700 Series or the rest of the SmallHD product range visit: <https://www.smallhd.com/lp/700-series/> or contact your local dealer <https://www.smallhd.com/dealers/>

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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 display by combining advanced cutting-edge technology with accessible pricing.

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