**NEWS RELEASE**

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Effective: June 29, 2016

**DCS Atlanta Event:**

**VariCam – Codex – Hot Rod Cameras at John Sharaf Photography**

All are welcome to join the Digital Cinema Society for our first ever Atlanta area event to be held at the studios of John Sharaf Photography on Saturday, July 16, 2016. The event will feature the Panasonic VariCam line of Digital Cinema cameras along with complementary Codex recording systems.

Panasonic’s Steve Mahrer will offer an in-depth rundown of the new VariCam LT, which features a compact and light weight form factor, wide latitude and color gamut, 4K resolution, and extremely high sensitivity with a dual native ISO base of 800 and 5000.

Kellie Hiatt from Codex Digital is also scheduled to attend and present various Codex recording solutions, especially those developed to complement the VariCam. Also presenting will be Illya Friedman, owner of L.A.-based VariCam dealer and outfitter, Hot Rod Camera. He will discuss various ways the VariCam can be configured to create the most versatile camera package.

Cinematographer and DCS Founder James Mathers will also be on-hand with John Sharaf to lead practical demos under various lighting conditions so attendees can experience the capabilities of the VariCam 35 and LT first hand.

Where: John Sharaf Photography  
1231 Booth St. NW, Atlanta GA 30318

When: Saturday, July 16, 2016  
Doors open at Noon for networking and lunch with presentations and hands-on training sessions from 1PM – 4PM.

There is no cost to attend, but RSVPs are required. Please email:

RSVP to [DCS@digitalcinemasociety.org](mailto:DCS@digitalcinemasociety.org" \t "_blank)

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