**NEWS RELEASE**

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

Effective: April 8, 2019

**SmallHD Unveils 7” Cine 7 Monitor with Cinema Camera Control and Teradek Wireless**

*NAB, Las Vegas, Booth C5725*

SmallHD introduces Cine 7, a family of 7-inch full HD touchscreen on-camera monitors with cinema camera control and built-in Teradek wireless video technology.

Cine 7 is a powerful new monitor platform for professional cinematographers, with a stunning 1080p, daylight viewable 1,800 nit display that offers 100% coverage of the DCI-P3 color gamut. What sets this monitor apart is its seamless integration of cinema camera control, allowing users to manage a variety of camera settings right from the SmallHD software interface. It will launch with support for ARRI ALEXA Mini, AMIRA, and Mini LF cameras as an optional software license, with support coming for RED and Sony later this year.

Camera control via the Cine 7 interface solves a number of production issues. The ARRI ALEXA Mini and AMIRA provide viewing of camera controls only through the electronic viewfinder. The Cine 7 wireless video transmission function can become an essential tool when the camera is mounted on a Steadicam, on a camera car, or other specialty rigging.

The Camera Control Menu appears as an overlay on the video feed once assigned to a Page. Each Page gives the user quick access to sets of tools (framing, exposure, focus, etc). Operators can toggle from Page to Page via the highly responsive touchscreen interface.

Input and output of video with integrated audio is provided via 3G SDI and HDMI, with cross conversion between the two. Power is delivered via locking 2-pin power connector (10-34V DC, 2A in) or battery bracket (Sony L Series included - Gold Mount and V-Mount available separately).

Cine 7 is available in 4 different varieties, including 3 wireless models with built-in Teradek Bolt technology (500 TX, 500 RX, and a Sidekick RX version), as well as a non-wireless base model. Each model supports cinema camera control. All Cine 7 models are compatible with Teradek RT real-time lens data overlays, allowing users to get critical follow focus information directly on the display, including lens focal distance, focal length, iris, zoom and more.

Cine 7 begins shipping April 2019.

Promotional video: <https://www.youtube.com/watch?v=CzZIR-d53PI&feature=youtu.be>

Cine 7 Base Model: $1799

Cine 7 Bolt 500 RX: $2749

Cine 7 Bolt 500 TX: $2749

Cine 7 Bolt Sidekick: $3699

ARRI Camera Control License: $500

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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

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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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