**NEWS RELEASE**

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**CineGear Expo Atlanta Ready to Roll at Trilith Studios**

October 7 & 8, 2022—Trilith Studios 461 Sandy Creek Road, Fayetteville, GA

The countdown is on for opening day of CineGear Atlanta, 2022. An annual favorite of the southern filmmaking community, the Expo doors open at 10 am Friday, October 7th and run through 5 pm Saturday the 8th at beautiful Trilith Studios in Fayetteville GA.

Filmmakers, broadcasters and content creators alike are invited to see, learn, and mingle among the rows of worldwide motion picture services and technology exhibits from Anton Bauer to Zeiss on the 700-acre grounds of the region's top studio.

This year's Premier Series of seminars and panels aims to please. Friday's lineup starts at 11 am withThe International Cinematographers Guild IATSE Local 600's *Establishing a Culture of on-Set Safety.* Next the topic moves to *The Georgia Entertainment Tax Incentive – What you need to know* from the Georgia Production Partnership. At 1 pm RDH presents *New capabilities LiveU brings to production environments both off and on-set*. Later, Trilith Studios and Prysm present *How Tech is Evolving Storytelling in Hollywood.* NextRiedel Communications will host an *on-site Bolero Workshop plus Bolero Setup Competition.* Following that Synology hosts *Beyond external hard drives: Building a collaborative & efficient filmmaking environment with network attached storage*. Friday's last seminar held byKodak Film Lab Atlanta, Panavision and Light Iron offers an overview of workflows from set through scanning and into the digital dailies pipeline for productions shooting on film.

Saturday starts with The International Cinematographers Guild IATSE's *Nailing the Frame*, as Local 600’s star Camera Operators unpack key elements of meeting the vastly different demands of features, episodic TV, unscripted, and sitcom production. Then join Blackmagic and Roninfilm for *Pump Up the Volume with Roninfilm Virtual Production.* Next up is a ZEISS Conversation with Snehal Patel and William Wages ASC as they discuss the cinematographer's distinguished career. Then comes the popular *Dialogue with ASC Cinematographers* panel moderated by George Mooradian ASC, who is joined by ASC members James Neihouse, Don FauntLeRoy, William Wages, Billy Dickson, Sidney Sidell, and Anastas Michos. Last but never least, renowned lens expert and co-author of *The Cine Lens Manual*, Jay Holben, will cover *Vintage vs Modern Lenses – Understand the Differences and How to Choose the Best Lens for Your Story.*

At 6 pm Friday evening, Cine Gear Atlanta will host a Southern Cine Soirée dedicated to friends in the Atlanta motion picture community. CineGear credentialed registrants are welcome to let down their hair studio-style, and settle in for a tasty bite and serious socializing.

Admission to CineGear Expo Atlanta is free at: <https://www.cinegearexpo.com/atl-expo/atl-registration/>

Blackmagic Design is sponsoring a free Registration Raffle which will give-away two licenses for DaVinci Resolve Studio (MSRP $295) and more. Those who register online are invited to participate.

For additional information on upcoming shows, industry vendors and happenings throughout the year visit [www.cinegearexpo.com](http://www.cinegearexpo.com)

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