**SmallHD**

**News Release**

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www.smallhd.com

**SmallHD Introduces Custom Colors for Ultra 7 Monitors**

**Raleigh, NC,** August 27, 2024 — SmallHD is excited to announce the ability for users to customize colors on their flagship onboard monitor: [Ultra 7](https://smallhd.com/pages/ultra-7?utm_source=lewiscommunications&utm_medium=referral&utm_campaign=ultra7-color#ultra7colors). This versatile, and ultra-bright monitor now offers a range of customizable color options on the buttons and bumpers, as well as allowing filmmakers to personalize their gear while maintaining the rugged durability and advanced performance of the latest monitor to be released from SmallHD.

“We know camera crews use arts and crafts to express their individual styles…and sometimes even to ensure that critical equipment is differentiated between cameras on set. In the spirit of the endless hours spent cutting and applying color-coded tape, we’re offering the ability to order a custom Ultra 7 built with 10 different color options,” says Greg Smokler, VP of Cine Products at Creative Solutions. “This offering is something new for us, and we are excited to see how it is received by our community.”

Each model of the Ultra 7 can be customized, including every variation of the Ultra 7 Bolt 6 RX and Ultra 7 Bolt 6 TX. Ultra 7 Bolt variants include a custom color Teradek antenna band that matches its monitor. The colors available are:

* Red
* Blue
* Green
* Yellow
* Olive Green
* Orange
* Teal
* Purple
* Pink
* Gray
* (Original) Black

Ultra 7 boasts 2300nits brightness, 6G-SDI, HDMI 2.0 connectivity, and the award-winning PageOS platform for streamlined creative control. Adding custom-colored buttons and shock-absorbing bumpers does not affect the IP54 weatherproof rating, making these monitors just as rugged and durable as the original Ultra 7. Each custom color Ultra 7 is made-to-order at SmallHD. MSRP for a custom color of each model is $200 above the original price. This special customization is only available on [SmallHD.com](https://smallhd.com/pages/ultra-7?utm_source=lewiscommunications&utm_medium=referral&utm_campaign=ultra7-color#ultra7colors). (Wait time varies depending on color and availability.)

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**About SmallHD:**

Founded in 2009, SmallHD is an Emmy® Award-winning leader in monitoring solutions for professional cinematographers, videographers, and photographers. Known for pioneering high-definition on-camera monitors, SmallHD continues to innovate with advanced display technologies for on-camera, studio, and production environments. Visit [www.smallhd.com](http://www.smallhd.com) for more information.

**About Videndum Creative Solutions:**

Headquartered in Southern California, Videndum Creative Solutions develops and distributes premium products for film and video production. With brands including Teradek, SmallHD, Wooden Camera, and Amimon, Creative Solutions serves the global market for film, television, sports, news, live events, and streaming. For inquiries, please contact pr@cs.inc.