



ASX Announcement
ATOMOS LIMITED (ASX:AMS)
8 April 2019

Atomos showcases three new products, announces two partnerships at the NAB 2019 show at Las Vegas

Highlights:

- Launched Shogun VII, a 7-inch HDR monitor, recorder & switcher which is expected to have strong customer take-up within the Pro/Cinema market
- Released Shinobi SDI following the successful launch of the first Shinobi product in March 2019
- Launched AtomX SDI module adding SDI compatibility for Ninja V users
- Established a license agreement with Dolby Vision to provide 4K HDR Dolby Vision to Atomos users
- Collaborated with the world's largest video marketplace business Pond5 for a new premium video marketplace of royalty-free, licensable video filmed using Apple's ProRes RAW codec which will benefit Atomos users

Atomos Limited (ASX:AMS, "Atomos" or the "Company"), is pleased to announce the continued expansion of its product range with the launch of three new products targeted at the rapidly growing social, pro-video and entertainment segments of the video market.

As flagged in the IPO prospectus, the Company is targeting a doubling of its range of monitor-recorder products by the end of 2020 (previously seven products). Together with the launch of Shinobi in March 2019, the Shogun VII and Shinobi SDI products launched in April 2019, Atomos has launched three new monitor-recorders since the IPO and is well on track to achieve its target.

The Company is also pleased to announce the continued development of its strategic relationships after reaching a new license agreement with leading sound and display company Dolby and a collaboration with the world's largest video marketplace business Pond5 for a new premium video offering focused on Apple ProRes RAW.

Commenting on the new product launches and partnerships, Atomos CEO Jeromy Young said: "These three product launches further broaden Atomos' reach across the rapidly growing social, pro-video and entertainment segments of the video market.

"The collaborations with Dolby Vision and Pond5 provide an improved offering for Atomos customers which we anticipate will strengthen the value proposition of our products and underpin continued revenue growth.

"The Atomos team are looking forward to showcasing these new products, along with the remaining product range, to our customers, partners and other stakeholders at this week's NAB Show in Las Vegas where over 100,000 attendees are expected.

Product launches – for full details of each release go to the [Atomos](#) website

Shogun VII

The Shogun VII, the next generation model of Atomos' Shogun Inferno is a 7-inch HDR monitor, recorder and switcher, using the latest technologies available and housing the best HDR screen of any production monitor in the market.

The Shogun VII has the flexibility and capability to work with single camera events through to large-scale TV, film and cinema productions. Atomos expects the Shogun VII will be an important new product line with significant sales expected in both the pro-video and entertainment market segments.

Shinobi SDI

Atomos has launched the Shinobi SDI following the successful launch of the first Shinobi product in March 2019.

The Shinobi SDI is a low-priced standalone monitor that is specifically aimed at the social video content market which represents a key growth area for the Company. The SDI device is expected to expand the addressable market for the Shinobi product.

AtomX SDI module

Atomos has launched the AtomX SDI module, designed to attach to the rear of Atomos' popular Ninja V product, enabling users to record and output video with SDI connectivity. Atomos anticipates a high attachment rate for this product with sales of its top-selling Ninja V.

License agreement with Dolby Vision

Atomos has collaborated with Dolby Vision to form a license agreement focused on meeting the needs of the entertainment industry.

Dolby is a San Francisco-based specialist in the science of sight and sound, with offices in more than 20 countries worldwide. Dolby Vision HDR brings extraordinary colour, contrast and brightness to the screen and ultimately optimises the viewing experience, and is used in some of the highest quality film and cinema productions worldwide.

This license agreement enables Atomos to be the first company globally to have access to Dolby's algorithm for incorporation into recording and playback devices. This allows Atomos devices to deliver Dolby Vision HDR live on set, enabling the director to see, at the time of recording, exactly what the viewer will see at home.

Atomos teams with Pond5

Global video marketplace leader Pond5 has announced it will create a new collection of royalty-free, licensable video filmed using Apple's ProRes RAW codec.

This allows filmmakers working with cameras or equipment that can capture ProRes RAW to have their work selected and promoted to a global audience. Atomos is currently the exclusive producer of ProRes RAW capable monitor-recorders.

Pond5 is the world's largest video marketplace, providing the footage and resources that today's content creators need across film, television, advertising, social media and online video.

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About Atomos

Atomos is a global video technology company delivering award-winning, simple to use monitor-recorder content creation products. These products give content creators across the rapidly growing social, pro-video and entertainment markets a faster, higher quality and more affordable production system.

Atomos' range of products take images directly from the sensor of all major camera manufacturers, then enhance, record and distribute them in high-quality formats for content creation using the major video editing software programs. Since being founded in 2010, Atomos has established strategic relationships with key technology providers within the ecosystem including Apple, Adobe, Sony, Canon, Panasonic, Nikon and JVC Kenwood.

Atomos is based in Australia with offices in the USA, Japan, China, UK and Germany and has a worldwide distribution partner network.

For more information please visit www.atomos.com

