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ARRIRAW UNLEASHED



ALEXA XT

THE NEW ALEXA CAMERA RANGE

IN-CAMERA ARRIRAW AT 120FPS | ND FILTER INSERTS | 4:3 SENSOR | NEW VIEWFINDER MOUNTING

ARRI ALEXA XT. TRULY CINEMATIC.



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NEW PRODUCTS | CAMERA SUPPORT

HIVE LIGHTING TO SHOWCASE NEW BEE PLASMA FLOOD WITH TUNABLE DAYLIGHT DIAL AT CINE GEAR EXPO 2014

Hive adds Bee Plasma Flood light with Tunable Daylight Dial to line-up of high-output, energy-efficient plasma lighting products

At the 2014 Cine Gear Expo in Los Angeles, Hive Lighting will showcase two of their latest innovations in plasma production lighting: the Bee Plasma Flood light and the tunable Daylight Dial. Hive will exhibit these new products alongside their entire line of high-output, energy-efficient plasma lighting solutions from June 6-7, 2014 at booth #S327 at Paramount Studios.

Bee Plasma Flood

The Bee Plasma Flood is Hive Lighting's first "open face"-style lighting solution. Using only 276 watts, it produces virtually no heat in the beam, while still delivering high-quality output that is comparable to any conventional fixture. This versatile unit weighs only 10 pounds, so it is both easily transportable and simple to set up and breakdown on-the-go.

The Bee has a 100 degree field, with a unique reflector system that creates a bell curve of output distribution. The majority of the light is focused in the center 50 degrees before evenly tapering to a full 100 degree flood. The result is a flood light that can throw great distances, cast a sharp single shadow, and also function as a panel.

Retailing for \$1,995 USD, the Bee is the most cost-effective, low-power, and high-output lamp on the market, providing all the benefits of Hive's plasma technology to an even wider marketplace.

Daylight Dial

The Bee Plasma Flood is the first fixture to introduce Hive's Daylight Dial, offering fully tunable color temperature (in Kelvin) from 4600K – 7000K. The Dial is calibrated to prevent any green/magenta shift and offer the ability to shift all the way to a deep blue moonlight. The Daylight Dial allows the user to track the natural shift of the sun over the course of a day, as well as warm or cool a scene creatively without the use of gels. The Daylight Dial is also now available across all of Hive's product line.

For more information, visit: www.hivelighting.com



FOR-A TO HIGHLIGHT NEW VERSION OF FT-ONE 4K SUPER SLOW MO CAMERA AND FILE CONVERTER AT CINE GEAR EXPO 2014

FOR-A Corporation of America plans to showcase the newest version of its FT-ONE full 4K super slow motion camera at the upcoming Cine Gear Expo, taking place June 5-8 at The Studios at Paramount in Hollywood. FOR-A will be in Booth #317, where they will also display the FT-1READ - a RAW data to DPX converter available with the FT-ONE camera.

The new version of the FT-ONE offers fiber I/O connections built directly into the unit for ease of use when shooting from the field. The FT-1READ is an option available with the FT-ONE for easy file conversion. The FT-1READ takes the RAW data from the SSD drives, imports all recorded info, and converts it to a DPX file, which is a common file format for editing and color grading.

The FT-ONE has been used in a variety of sports broadcast and digital cinematography applications, including professional football, boxing, automobile racing, ice cross downhill, and wakeboarding events, as well as a NASA rocket launch. The camera has been the recipient of multiple industry awards, including a 2012 IBC Show STAR Award from TV Technology Europe, TVB Europe's Best of IBC 2012 Award, and most recently, a 2013 Government Video Salute at GV Expo.

The FT-ONE employs FOR-A's high-sensitivity CMOS

color sensor, "FT1-CMOS," and plays back full 4K (4096 x 2160 pixels). One output channel can provide QFHD (four 1080p 3G-SDI) outputs, while the other output channel provides down-converted HD-SDI for live viewing and play back.

The FT-ONE captures images as uncompressed raw data on the system's internal memory, which has a recording capacity of 9.4 seconds. This data is then stored on one of two hot-swappable SSD cartridges, each of which is capable of storing 84 seconds of full 4K resolution images at 900 fps.

"We're very excited to showcase this new version of the FT-ONE camera at Cine Gear – the event where we chose to launch this groundbreaking camera two years ago," said Hiro Tanoue, President, FOR-A Corporation of America.

"Cine Gear Expo continually attracts major players in high-end entertainment production. We're offering the FT-ONE with fiber connections built into the unit, making it easier when the production calls for the camera to be used a far distance away from the base station."

Cine Gear Expo is the premier film, video, and digital media expo for the entertainment industry, and is the largest event of its kind. 2014 marks the conference's 18th year.

For more information, visit: www.for-a.com