



A message from CEO Peter Barber

What's new from Atomos at IBC

IBC 2025 starts today, and I'm excited to give you a summary of what's new from Atomos. And if you're attending, come visit us in **Hall 9, stand C.05** to see it all first-hand!

Ninja TX is now shipping and feedback from early adopters has been extremely positive. At IBC we're giving visitors a sneak peek of camera control, which we plan to introduce in the coming months. This powerful 5-inch monitor-recorder combines HDMI, SDI, Wi-Fi, and AirGlu™ timecode in a compact, rugged design built for professional workflows - giving you more flexibility and control on set.

We're also launching another brand-new monitor in **Shinobi 7 RX** - a rugged, super-bright HDR monitor with SDI and HDMI inputs as well as all new wireless video monitoring and camera control via USB-C. The Shinobi 7RX receives wireless video from the Atomos TX transmitter giving directors, clients, and crew their own dedicated views on set.

ATOMOSphere takes a big step forward with a preview of improved UI for mobile devices, speech transcription, and exclusive IBC membership offers. These updates make cloud workflows more intuitive, collaborative, and accessible for creators at every level.

Ninja Phone is now compatible with all Lightning and USB-C iPhones/iPads (iOS 18 and newer), with live streaming to Grass Valley AMPP. This dramatically expands its reach, turning any HDMI camera into a broadcast-grade mobile streaming setup - perfect for creators who need agility without compromising quality.

We're also thrilled to welcome **Martin Euredjian** as Director of Advanced Imaging. His unparalleled expertise in mastering monitors and mission-critical display systems brings unmatched color science expertise to our engineering team.

At IBC we're previewing two breakthrough technologies: the **Studio PRO-2710** OLED reference monitor with surround lighting calibration and the **Studio K-100** spectral calibration probe. Together, they redefine what true reference monitoring means, ensuring screen and space work in harmony for uncompromised accuracy.

Finally, I would like to take this opportunity to thank you all for your continued support. Your passion and feedback continue to inspire everything we make.

Best regards

Peter Barber

STOP THE PRESS! I just learned that ProRes RAW is now on DaVinci Resolve!

That means that ProRes RAW files recorded on Atomos monitor-recorders including Ninja, Ninja Ultra, Shogun Ultra and the all-new Ninja TX can be loaded directly into DaVinci Resolve projects without transcoding. I know from speaking with many Ninja users that this is something they were eagerly waiting for, so this is really great news!



NINJATX

Camera control & touch to focus coming soon!

We're proud to announce that **Ninja TX** is now shipping, and will be demonstrated at IBC with camera control and touch to focus - two major new features coming soon via a cloud update.

Ninja TX features 12G-SDI and HDMI 2.0 inputs and outputs, integrated Wi-Fi, and AirGlu™ timecode, all packed into a compact 5-inch form factor with improved thermal efficiency, reduced weight, and enhanced portability.

At IBC, we're showcasing Ninja TX with the latest cameras from Canon, Fujifilm, and Nikon, along with a beta version of camera control over USB-C, planned for release later in the year.

Special offer!

Built for cloud-based workflows, Ninja TX receives software updates via the cloud, including camera control. Customers who purchase Ninja TX before **October 31st** will receive camera control when it becomes available, even without a paid ATOMOSphere membership. After that date, full access to camera control features once available will require a paid annual ATOMOSphere plan or a paid activation.

Key features

- Encode to Apple ProRes/RAW, Avid DNx or H.265/H.264
- Record up to 8Kp30 RAW
- Capture to CFexpress* Type B or USB-C* storage
- Super-bright, 1500nit 5-inch touchscreen display
- HDMI 2.0, 12G-SDI input and output & Wi-Fi 6E
- Includes NDI 6 / HX3 TX/RX streaming
- AtomOS Linux-based operating system
- Direct upload to ATOMOSphere, Frame.io**, Dropbox** and more
- Timecode sync over RF or Bluetooth
- Over-the-air (OTA) firmware updates
- Powered by USB-C, NP-F battery or AC adaptor

* Storage media not included. **Separate purchase or subscription may be required.

Ninja TX is available to buy now from the [Atomos online store](#) and authorized resellers, priced at **USD \$999 / EUR €999 / GBP £835 / AUD \$1625*excluding local sales taxes.**

*Atomos online store only available in the European Union, US, UK and Australia.

Re: Your Ninja TX Pre-order



MW
Michael Williams - Independent



10:36 AM

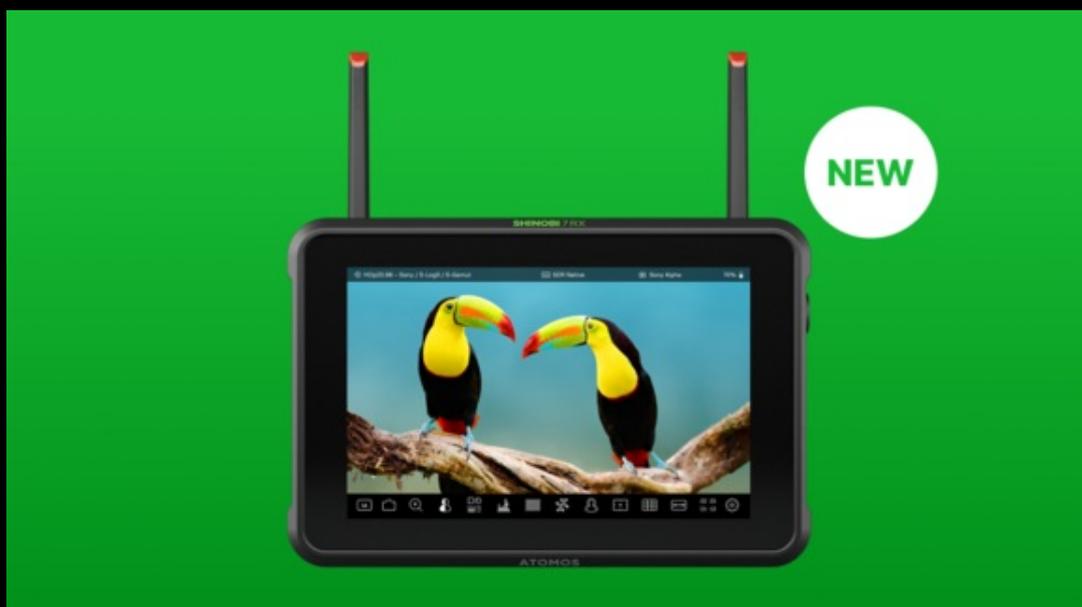
Thank you tons. Atomos TX has been amazing for me so far. My client on my last restaurant shoot loved it as well as all of the great features that help me nail my shots. Definitely shooting with more confidence this past weekend.

Sent from my iPhone

SHOP NINJA
TX

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SHINOBI 7RX

Slimmer & smarter with wireless video
monitoring & camera control

We're excited to introduce **Shinobi 7 RX** - a lightweight, super-bright 7-inch HDR monitor with 2200 nits of brightness, designed for directors, focus pullers, and live production environments.

Building on the success of Shinobi II, this redesigned model adds camera control, touch to focus, and wireless video monitoring via the Atomos TX-RX system.

Shinobi 7 RX supports camera control for Canon, Fujifilm, Nikon, Panasonic, Sony (via USB-C), and Z CAM E2 (via serial cable). Its intuitive interface makes adjusting aperture, shutter speed, and ISO fast and responsive.

With built-in Wi-Fi, Shinobi 7 RX pairs effortlessly with Atomos TX-RX or RTSP H.264 streams, enabling low-latency (under 60ms) wireless monitoring up to 300m. Crews can reposition freely without losing connection to director or client monitors.

Packed with powerful Atomos monitoring tools including EL Zone/ARRI false color, waveform, histogram, zebra, focus peaking, and zoom - Shinobi 7 RX delivers precision and flexibility in a compact form.

What's new

- Super-bright, 7-inch HDR screen with a calibrated peak brightness of 2200nits
- HDMI and 3G-SDI input and output
- Camera control over USB-C*
- Touch to focus*
- 5G Wi-Fi for low latency (<60ms) receive from Atomos TX or RTSP H.264 stream
- Stunning 10+ stops of dynamic range in real-time from Log/PQ/HLG signals
- Built-in 3D LUT box
- Supports 8-channel, 24-bit audio input via SDI
- Supports on-device calibration (no computer required)
- Dual NPF battery slots

*Please refer to [Atomos.com](https://atomos.com) for supported camera models.

Shinobi 7 RX is available to pre-order now from the [Atomos online store](#) and authorized resellers, with delivery beginning at the end of October 2025. It is priced at **USD \$699 / EUR €699 / GBP £599 / AUD \$1099 excluding local sales taxes.**

PREORDER
NOW

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Get a FREE Ninja Phone & half-price
ATOMOSphere plan

Camera-to-cloud just got easier. From now until 31 October 2025, we're offering **two exclusive deals** that bring powerful camera-to-cloud workflows to filmmakers, creators, and production teams with an HDMI camera and iPhone.

1. **FREE Ninja Phone with a 2TB (or above) ATOMOSphere plan**

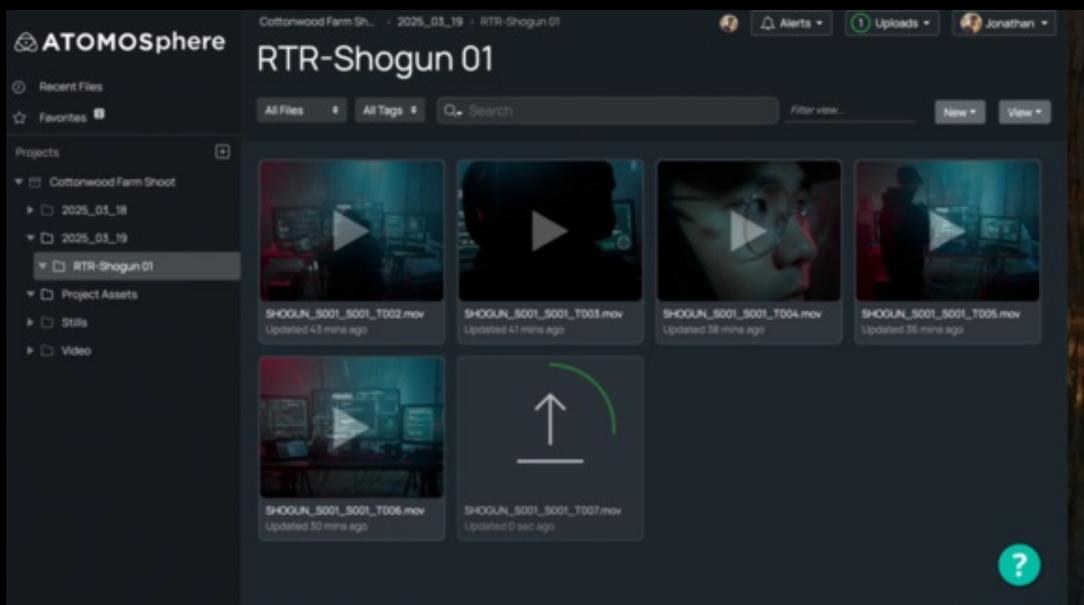
Sign up for a 2TB annual membership and receive a **Ninja Phone** (valued at €199) free of charge! This also applies to Ninja Phones purchased from Atomos authorized resellers before October 31st - the one-year 2TB plan will be activated upon receipt of proof of purchase.

2. **Half-price ATOMOSphere plan with Ninja TX**

Purchase a Ninja TX and unlock **50% off** any annual ATOMOSphere membership, making the 2TB plan just \$99! All annual plans are also 50% off for Ninja TX early adopters who purchase before October 31st.

DISCOVER
ATOMOSPHERE

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TX



What's new in ATOMOSphere

ATOMOSphere is our cloud ecosystem for media storage, backup, file sharing, and review - with instant uploads from Ninja, Shogun, or iPhone via the upgraded Mavis Camera app.

At IBC we're previewing a redesigned mobile-first UI for iOS and Android, a built-in media player, and the ability to upload clips directly from your mobile device.

Paid members will also gain access to integrated speech transcription, powered by Axle AI's multi-language Axle Speech module. Transcribed text appears in the video player, linked to relevant segments, making review and collaboration faster and more intuitive.

All paid plans include 15% off every purchase in the Atomos online store while your membership is active.

Both Ninja TX and Ninja Phone support direct uploads to ATOMOSphere and Adobe Frame.io, giving you flexible, cloud-connected workflows without changing the way you shoot.

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NINJA PHONE

Stream high-quality content with Atomos, Mavis & Grass Valley

We're excited to announce new live streaming capabilities for **Ninja Phone!**

In partnership with Mavis Camera and Grass Valley AMPP, Ninja Phone now enables creators to stream high-quality content directly from mirrorless or DSLR cameras, all from a compact mobile setup.

Paired with the Mavis Camera app, Ninja Phone transforms any HDMI-equipped camera into a professional-grade live streaming device, supporting 10-bit ProRes, H.265, and H.264 recording, with direct cloud contribution to Framelight X and AMPP.

Users can also now stream live via Wi-Fi or 5G straight into AMPP's cloud-native production environment. This workflow - Camera → Ninja Phone → Mavis App → AMPP - makes it easy to switch, record, and distribute live feeds without bulky gear or complex setups.

Whether it's behind-the-scenes content, fan reactions, or live event coverage, this new workflow empowers creators to stream broadcast-quality video with ease. By bridging iPhones and mirrorless cameras with AMPP, Ninja Phone makes it possible to go live from anywhere.

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Martin Euredjian joins Atomos as Director of Advanced Imaging

We're proud to welcome industry innovator Martin Euredjian as Director of Advanced Imaging. Martin brings a wealth of experience and key intellectual property from his work at eCinema, and will lead innovation in advanced display technology at Atomos.

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STUDIO PRO-2710

Reference Monitor

Professional monitoring with subpixel precision

We're delighted to preview the **Studio PRO-2710 Reference Monitor** - the most advanced reference-grade monitor to date. Built for colorists, editors, and image professionals, it delivers uncompromising accuracy in a slim, portable form factor - breaking free from the bulky, fragile, and expensive reference monitors of the past.

With a next-generation OLED panel featuring a vertically aligned subpixel structure, the PRO-2710 eliminates color fringing and fine-detail distortion, ensuring pixel-perfect sharpness and clean edge rendering across the entire frame. Combined with true 33³ 3D LUTs and tetrahedral interpolation, it offers unmatched color precision and tonal fidelity, giving creatives total confidence in what they see.

A breakthrough interactive LUT preview interface lets users visualize and analyze color transforms in real time, while a sensor-calibrated surround lighting system ensures the ambient light in the room is part of the same calibration pipeline as the screen - a first in grading environments.

The monitor comes pre-loaded with factory-calibrated presets and supports on-site recalibration via the new Atomos Studio K-100 spectral probe (see below), making it ideal for everything from on-set dailies to final delivery. And when shared across multiple studios or locations, the PRO-2710 allows distributed teams and clients to view identical color-accurate images, making remote approvals faster and more reliable than ever.

Key features

- Patent-pending sensor-calibrated surround lighting system
- Front-facing I/O with four USB-C ports
- Patent-pending 3D LUT preview interface
- Touchpad-driven interface
- Advanced FPGA-based image processor

The Studio PRO-2710 is expected to ship in the first half of 2026.

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STUDIO K-100

Spectral Calibration Probe

True spectral sensor provides superior
calibration

Introducing the **Studio K-100 Spectral Calibration Probe**- the first calibration device purpose-built to match the sophistication of modern reference displays and environments.

Unlike traditional colorimeters, the Studio K-100 is a true spectral sensor, directly measuring the full spectral power distribution of displays and light sources. This eliminates drift, metamerism errors, and narrowband inaccuracies, delivering calibration you can trust across all display technologies.

Designed to work seamlessly with the Studio PRO-2710, the K-100 calibrates not just the monitor, but also the surround bias lighting and calibrated work light, ensuring screen and space operate in perfect harmony.

At its core is a patent-pending neural network engine, trained on real-world spectral datasets to deliver calibration accuracy that rivals - and even surpasses - the best lab-grade instruments.

Key features

- **Spectral sensor:** immune to filter aging and future-proof across display types
- **Integrated environment calibration:** monitors not just the screen, but also the lighting that surrounds it
- **Neural network-optimized:** delivers consistent, accurate results where traditional methods fall short
- **Precision partner:** designed together with the Studio PRO-2710, yet fully capable of calibrating other Atomos devices

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