

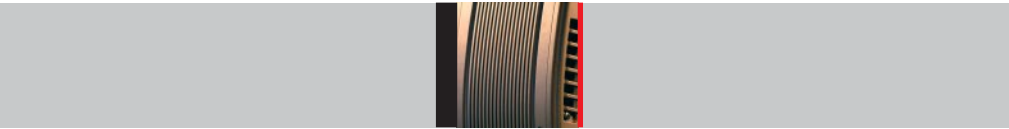


INSPIRED BY THE PAST.
FOCUSED ON THE FUTURE.



- G E N E S I S™ -





PANAVISION INC. 6219 DE SOTO AVENUE . WOODLAND HILLS, CA . 91367 . 800.FOR.PANA

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PANAVISION,
celebrating its 50th Anniversary,
is proud to present the world's first
SUPER 35 DIGITAL CINEMATOGRAPHY CAMERA SYSTEM.

- G E N E S I S™ -

The result of many years of close collaboration with its technology partner Sony, GENESIS™ combines high performance electronic imaging with world-renowned PRIMO® cine optics for unprecedented imaging versatility.

Finally, for the cinematographer, "shooting digital" means no compromise on depth of field control, portability, sensitivity, dynamic range or color. Because GENESIS™ was designed from the beginning to be an integral part of the Panavision system, cinematographers have at their fingertips the vast array of Panavision's Academy Award® winning 35mm lenses and proprietary PANAFLEX® accessories that they have come to expect from Panavision.

GENESIS was designed with an "electronic intermediate" in mind,

utilizing a unique gamma and colorimetry that enables seamless intercutting with most 35mm film emulsions. The nominal ISO T400 sensitivity can readily be extended to ISO 1600 for low light situations. Shutter angles from 0.8 to 360° and frame rates from 1 to 50fps will enable further compatibility with Panavision's family of film cameras.

GENESIS™ docks directly (top or rear) to the latest Sony HDCAM-SR™ portable digital recorder, ensuring a totally portable package without cables to external recording or power.

By cutting the cable, GENESIS™ allows you the freedom to shoot 35mm digital cinematography anywhere your imagination takes you—Steadicam™, Technocrane™, hand held, underwater housings, car mounts, etc.

WITH PANAVISION, DIGITAL OR FILM,
THE CHOICE IS YOURS.

GENESIS™ CAMERA SYSTEM

- Super 35mm sized sensor
- Equivalent to 35mm depth of field
- Utilizes all existing spherical 35mm lenses, including PRIMO® Primes and Zooms
- Size, weight and ergonomics suitable for hand-held, studio or Steadicam™
- Utilizes many of the existing PANAFLEX® accessories
- Dockable Sony SRW-1 VTR (no cables)
- 1 to 50 frames per second
- 12.4 mega pixel, true RGB sensor (not Bayer pattern)
- Greater dynamic range than available digital cameras
- Nominal exposure index of 400
- 10 bit log per color output
- Wide color gamut for film intercut applications
- Dual viewfinder outputs
- Full bandwidth, dual link 4:4:4 HDS DI outputs
- Single 4:2:2 HDS DI monitor output
- Fiber optic camera adapter for off-camera control and recording
- Integrated lens control for focus, zoom and iris
- Camera control via Panavision RDC or Sony MSU, RMB series controllers
- Digital lateral color aberration compensation for improved visual effects
- Integrated display provides user-definable access to camera functions
- User-selectable menu terminologies (i.e., shutter angle or shutter speed)

SONY SRW-1 FIELD RECORDER

- HDCAM-SR™ tape recording facilitates media delivery to post-production process
- Maximum 50 minutes recording per cassette at 24fps, 25 minutes best quality
- Production sound and meta-data recording
- Instant playback of full resolution color image
- On location, real-time tape cloning and off-line copy creation*
- Fiber optic link*
- Internal down conversion*
- Internal 2-3 pull down capability*
- 12 channels of audio recording*
- Multi-frame rate
- 4:4:4 RGB recording
- Detachable control panel

* Requires SRPC-1 adapter