

Creative Filmmaking

From broadcast commercials to social media campaigns and passion projects, we offer brands that enhance your storytelling. Beyond cameras, we provide comprehensive solutions to optimise your filming experience.



Cameras

We have a range of cameras from studio-specific, cine-style, fixed-lens camcorders, to hybrid cameras fit for both video and photography use. We can work with you and your customer to outline the best tool for the job.

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Lenses

We have a range of lenses across the most prominent lens mounts used, whether that's high-end cine-style optics to budget-friendly AF photography lenses, and everything in between.

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Filtration

Gain creative control over your images while protecting your lenses with our range of filters. From polarisers to variable and graduated NDs, our filters are designed to screw directly onto your lens or fit into traditional matte boxes.

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Monitoring & Recording

Get perfectly focused, exposed, and composed shots. Choose from our monitor portfolio, featuring units for on-camera use or stand-alone set-ups for larger productions. Most record in industry-standard formats like ProRes, DNxHD, and RAW.

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Storage

We supply tried and tested storage media to keep up with the demands of reading and writing high-resolution and robust video codecs, covering basis for most cameras on the market.

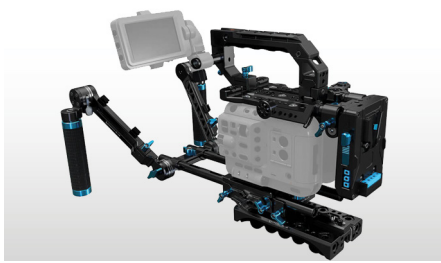
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Power

No matter your camera model, we provide power solutions for both your camera and mounted accessories. Choose from camera-specific batteries and chargers or opt for industry-standard V and Gold Mount options for larger cameras.

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Cages & Rigging

Setting up a camera for a shoot is a matter of personal preference, involving rigging, accessories, and ergonomics. We offer various solutions including camera cages, shoulder rigs, action camera mounts, and monitor mounting options.

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Support & Motion

For stable shots that require smooth movements, we offer a variety of tripod systems, heads, and sticks. Our portfolio also includes dynamic motion tools like manual slider systems and larger motion control rigs for more precise movements.

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Lighting

We stock an innovative LED strip light from industry giant ATOMOS, it's a full RGBAW LED strip, waterproof, with battery and mains power. Best of all can be integrated into typical lighting set-ups or be wirelessly controlled from an ATOMOS monitor.

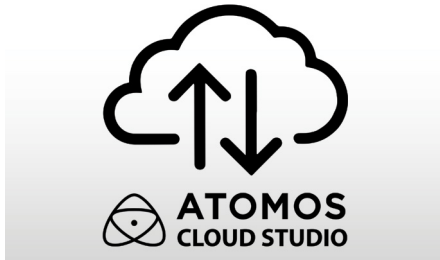
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Audio

From high-quality shotgun microphones to be boom mounted or directly on the camera, to compact wireless lavalier systems, we carry options to make sure you capture crystal clear audio.

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Transmission

Our transmission systems are largely IP-based, allowing remote viewing of on-site content from anywhere in the world (or still on-site), be it in a real-time stream or camera-to-cloud workflows for quick turnaround projects and remote collaboration.

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Bags

Protecting your kit when transporting is paramount, we have a range of solutions from super compact backpacks for hybrid mirrorless cameras to large wheeled cases for the larger broadcast and cine camera set-ups.

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CASE STUDY:

Broadcasting the BRITs: Who dares, wins

Red carpets are synonymous with glitz, glamour, and this year's BRIT Awards featured cutting-edge Camera to Cloud technology.

As the official broadcast partners for the BRIT Awards, Bauer Media needed a swift way to upload red carpet content to social media. After discussions with Frame.io, they identified Atomos' Camera to Cloud as the solution. Despite being untested by Bauer, they collaborated with Atomos and Holdan to set up the workflow.

The result was a seamless and efficient process, allowing Bauer to outpace both their competition and the BRITs' official social media accounts.

Click [HERE](#) to read the full case study.

