HDPROGUIDE

The Professional HD Production Resource

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Allegorical Film LVRS
Shot on Red Epic Dragon
Magical Realism Featuring Projections to FX

PAGE 8

The All New ZEISS
Compact Prime CP.3 and CP.3 XD Lenses
See us at NAB Booth C3639

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Hollywood technology for everyone.

ZEISS CP.3 and CP.3 XD Lenses

See us at NAB Booth C3639



The All New ZEISS Compact Prime CP.3 and CP.3 XD lenses

The all new ZEISS CP.3 lenses offer the perfect combination of high image quality and reliable usability. They exhibit the clean, crisp characteristics that you've come to expect in ZEISS lenses and have a host of new features:

- > Uniform smooth focus action
- > Full frame sensor coverage - Future Proof
- > Interchangeable lens mounts

The ZEISS CP.3 XD features innovative and ground-breaking lens data technology to simplify the on set work-flow and in post-production. Using /i technology, these lenses provide information about the lens distortion and shading characteristics in real time.

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Must-Visit Booths at NAB 2018

LaCie

NAB Booth # SL9610

collective.lacie.com/pushplay
www.lacie.com

This year at NAB Show, we're hosting a full lineup of award-winning pros who are ready to share their workflow tips with you. Join us for the COLLECTIVE Speaker Series at Booth SL9610.

Experience the future of live motion capture—no body suits. No marker placements. It's done in real time and it's all video based. Swing by our Creative Studios stage and see how we do it.

Check out the pro tools used by photographers, filmmakers, and production studios.

Klover Products

NAB Booth # C6750

www.kloverproducts.com

Klover Products sells ultra-long-range parabolic microphones to television production companies who want their viewers to experience the highest quality, on-field excitement of a live event. Our Klover MiK products can capture audio 50 to 100 times further away than conventional microphones. Unlike Big Ears, our products provide improved audio quality and increases the range up to 100%. They also protect athletes and operators when, not if, they are involved in a collision. The modular design also allows units to be returned to service in minutes instead of weeks.

Azden Corporation

NAB Booth # C8438

www.azden.com

Founded in 1952, Tokyo, Japan, Azden has over 60 years of experience to back its expertise in audio equipment manufacturing. Started as an OEM manufacturer, Azden has provided its products to many of the top audio and electronics brands. Now a well established and independent brand name, Azden is well known in the audio market around the world. Specializing in microphones and wireless audio for video production, Azden's mission is to provide video creators and film makers with quality audio gear at an affordable price.

https://www.facebook.com/AzdenUS
http://instagram.com/azdenproaudio
http://youtube.com/AzdenUSA
http://twitter.com/azdencorp

MAC Group

NAB Booth # C6643

www.macgroupus.com

Our passion for image-making shows in our commitment to those who are dedicated to mastering the art of photo and video. Whether you're a photographer or filmmaker, we handle all your creative needs by supplying you with the world's finest image-making tools. Each company we represent draws strength from being part of MAC Group. Brand value is grown continuously as we collaborate with clients to develop integrated, data-based solutions.

Six of our brands are proud to be sharing new products at NAB Booth #C6643 this year: Benro, Kupo, Light & Motion, Sekonic, Tenba.

www.benrousa.com
www.kupogrip.com
www.stellaprolights.com
/www.sekonic.com
www.tenba.com

Carl Zeiss

NAB Booth # C3639

www.zeiss.com/cine/cp3

There's a great many new cameras being launched this year with full frame sensors and ZEISS has lenses for all of them. With superb sharpness and excellent control over aberration, full frame cine lenses from ZEISS assure you complete coverage of every sensor used today. ZEISS also offers you full control of your metadata with its line of Compact Prime, CP.3 XD lenses. Want to see for yourself? Join us at NAB in Las Vegas in April! You can find us in the center hall, booth #3639.
ZEISS has you covered.

RigWheels, LLC

NAB Booth # C11445

www.rigwheels.com

RigWheels has backed up the truck and dropped off a ton of new products and configurations for NAB. Known for practical, useable and portable products like the Cloud Mount and Passport Dolly, RigWheels new products like the Slingshot continue to provide ORIGINAL solutions for moving and mounting your production tools.

Sigma Corporation of America

NAB Booth # 10308

www.sigmaphoto.com

Sigma Cine lenses are designed for the latest camera sensor technology and optimized for 6K-8K productions. The Sigma Cine line includes the S35 High Speed Zoom Line, the FF Zoom Line and FF High Speed Prime Line. Featuring an attractive price point and compact design, all lenses are available in EF, E and PL mounts. Leveraging outstanding optical design of the celebrated Sigma Global Vision line with 100% retained optics, Sigma Cine features a 100% new mechanical lens body design, catering to the needs of the modern cinematographer. Each Sigma lens is handcrafted and individually tested in Sigma's sole facility in Aizu, Japan.

blog.sigmaphoto.com
www.instagram.com/sigmacine
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HD Pro Guide Magazine

NAB Booth # 8943

www.hdproguide.com

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