

PANAVISION® GENESIS® DIGITAL CAMERA



Genesis® with Panavision® SSR-1 Solid State Recorder mounted on its rear port

WHY CHOOSE PANAVISION AND GENESIS?

The Genesis is Panavision's premier digital camera. It offers an unmatched track record for reliability and a proven industry standard workflow for on-set efficiency and trouble free post production. Genesis is more than a camera; it's a complete system that answers your need for high quality recording formats, a sophisticated onset color display for oops-free filming and an on-set real time DPX creation tool that can help catch problems before you leave the location.

Genesis is designed for use by film crews. It's modeled on Panavision film cameras so your crew can adapt to it easily instead of using their energy learning to cope with evolving technologies - that translates into time and money savings on the set. Genesis is

designed to work with Panavision's extremely broad range of accessories, hundreds of special tools like filter tilting matte boxes, tools you can't get anywhere else.

Genesis was designed to make pictures like a film camera. Footage from Genesis cuts beautifully with film because we paid special attention to the color filters on the sensor so the camera has virtually identical color and light response with film. In test after test, when film and Genesis comparisons are shown on the big screen the audience can't tell them apart.

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Genesis makes great pictures because its 12.4 megapixel Super 35mm size sensor captures images with the same depth of field as our film cameras. Another reason is the cameras extremely high MTF - modulation transfer function. MTF, not resolution is the term most imaging experts use to describe sharpness and Genesis has MTF to spare. Genesis MTF translates directly into tack sharp pictures on the screen.

Genesis sees pretty well in the dark – We've developed a strong reputation for shooting at night without much in the way of lights but we want to point out that translates into extra time during the day as well. Many producers report they get up to an extra hour of shooting time when the light is fading – you figure out what that's worth.

Genesis doesn't compromise your image with compression – using SSR, Panavision's on-board solid state recorder you can capture up to forty-two minutes of completely uncompressed 4:4:4 footage - unmatched for green screen and demanding CGI applications. SSR reduces the weight of Genesis, F35 and F23 by eight pounds. Steadicam and hand-held operators will tell you what that means to their work.

Panalog – Digital cameras capture light in a linear mode but humans see in log. Panalog is Panavision's exclusive method of transforming linear to log in a way that captures every bit of the light from the sensor and delivers it optimized for the human eye.

Genesis delivers its pictures ready to view and easy to work with. With Genesis there are no complex and unnecessary

post procedures before you can view your picture. That's because we build the image processing right into the camera. You can see your true image even during shooting and make changes while the camera is rolling – pretty powerful!

GDP – the Genesis Display Processor is Panavision's answer to the problem of viewing your images on the set and being comfortable they will look the same when they get to the screen. Panalog captures a much broader range of tones than any monitor can properly present. The GDP is a powerful LUT creation tool that transforms the Panalog camera output into repeatable, easy to view images for immediate on-set judgment of picture quality. GDP LUTs are easily carried forward to post and DI to speed final color correction.

Great pictures start with great lenses. At Panavision we know the image never gets any better than the lens so Genesis uses the same lenses as our film cameras including the legendary Primos. Panavision has over fifteen thousand lenses in our inventory so regardless of the look you want from right this minute to period lenses going back to the mid-fifties we can help you get your vision on the screen

Panavision training and technical support – at Panavision you get expert help as well as a camera. We do more industry training than anybody and spend as much time as your crew needs to be confident before you go out to shoot. And if questions arise we have more experienced technical support people ready to help you than any other rental company. At Panavision we never hand you a box and leave you to sink or swim.



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Panavision is available around the world in almost fifty locations – wherever you go you can count on our continuity and support. Need an extra camera body for a stunt or a special lens? Panavision is nearby, ready to help you. Shooting Monday in Paris, Texas and Wednesday in Paris, France? Panavision promises you the same high quality experience and equipment wherever you go.

Panavision offers more different kinds of cameras than anybody else. And not just cameras, Panavision has more lens choices, more remote heads and cranes and probably more lighting than anyone else. What that means to you is freedom to choose the right tools for your project and unbiased advice from people who offer all the systems not just one or two answers.

We promise to save you money - You're experienced; you know the number on the quote doesn't represent the total cost of the equipment. When you factor in rental cost plus the efficiency with which you work, plus maybe a longer day when you need it and add in the costs of post operations, no other camera beats Genesis at delivering you a great picture and a great all-in deal.

You can trust us – we've already been there - With over a hundred features viewed on screens all over the world and the majority of digitally photographed one hour dramas photographed on Genesis, it's no wonder producers trust Panavision to deliver the goods.

Panavision, the Filmmakers' Choice – Genesis, the Look of the Movies

KEY FEATURES

- Proven on hundreds of feature, television and commercial projects
- "A film camera that shoots digital"
- Super 35mm-sized sensor
- Uses all existing 35mm Panavision spherical lenses, notably the Primo® series
- 1-50 fps
- EI of 400
- Wide color gamut easily intercuts with film
- Uses most Panavision accessories



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SPECIFICATIONS

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 studio, hand-held or Steadicam modes
- Utilizes virtually all existing Panaflex® accessories
- Dockable SSR-1 or Sony SRW-1 VTR (no cables) on rear or top
- 1 to 50 frames per second
- 12.4 mega pixel, true RGB sensor (not Bayer pattern)
- Dynamic range equivalent to 5218
- Nominal exposure index of 400
Usable EI as high as 1600
- 10 bit log per color output
- Wide color gamut for film intercut applications
- Dual viewfinder outputs
- Full bandwidth, dual link 4:4:4 HDSI outputs
- Single 4:2:2 HDSI monitor output
- Digital lateral color aberration compensation for improved visual effects
- Camera LCD display provides user-definable access to camera functions
- Metadata input and recording

SSR-1

- Small
- Lightweight
- Low power consumption
- Mounts on Genesis for cable-free, camera-controlled operation
- Uncompressed 4:4:4 or 4:2:2 recording
- 42 minute capacity in 23.98 fps 4:4:4 SP mode
- 84 minute capacity in 23.98 fps 4:2:2 LP mode
- Built-in 525/625 down-converter for Steadicam™ use

SONY SRW-1 FIELD RECORDER

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

* Requires SRPC-1 adapter

