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*Please see end of this release for print-ready image downloads*

### **Redrock Micro's new microTies Solve Cinema Rig Cabling Conundrum**

*New rig accessory streamlines cables, reduces snags and disconnects*

Hollywood, CA - Redrock Micro, the recognized leader in affordable professional-quality cinema accessories, announced today the immediate availability of microTies, the perfect accessory for managing all cables on video camera or HD/SLR rigs. microTies attach to your rig to enable camera operators and ACs control of all types of cables on their rigs for safety, convenience, and professionalism.

#### **Simple and Effective Cable Management on Video or HD/SLR Rigs**

microTies can be used on any standard 15mm rod and has inside and outside channels for wrangling three or more cables. microTies work with almost all cables (video, audio, power, data) and reduces the chance of snags, accidental disconnects or cable fatigue due to bending or repeated insertions. The microTie also has an added special channel to hold a grease pencil for a follow focus.

microTies are made of ultra lightweight aerospace composites that add virtually no weight and do not scratch other surfaces. microTies can be quickly attached, repositioned, and removed to speed rig changes.

#### **microTies--Small Accessories with Big Purpose**

microTies summary of key features include:

- Secure any type of cable to any rig: video, audio, power, data, etc.
- Special channel holds a follow focus grease pencil
- Reduces cable fatigue and potential disconnects
- Clamps on to industry-standard 15mm rails
- Virtually weightless and does not scratch

Redrock microTies can be used on any type of camera rig including cameras from Canon, Sony, Panasonic, Red Digital Cinema, Arri, and others.

## **Pricing and Availability**

microTies are available immediately, and can be purchased direct from Redrock Micro at <http://store.redrockmicro.com> or through one of Redrock Micro's worldwide authorized resellers. microTies are sold in a pack of three for \$24.50

## **About Redrock Micro**

Redrock Micro revolutionized independent film production in the early 2000s with the M2 cinema lens adapter, and reinvented digital filmmaking in 2008 with HD/SLR cinema rigs and accessories. Today, Redrock Micro continues to lead the industry in innovation with its award-winning depth-of-field adapters, support rigs, focus controllers, and advanced cinema accessories. More information is available at [redrockmicro.com](http://redrockmicro.com).

## **Print-Ready Images and Resources**

microTies images

- microTies on rig (high resolution jpg format for print)  
[http://www.redrockmicro.com/static/images/fullres/microTies\\_rig.jpg](http://www.redrockmicro.com/static/images/fullres/microTies_rig.jpg)
- microTies individual product (3 pack) (high resolution jpg format for print)  
[http://www.redrockmicro.com/static/images/fullres/microties\\_3pack.jpg](http://www.redrockmicro.com/static/images/fullres/microties_3pack.jpg)
- microTies on rig with grease pencil (high resolution jpg format for print)  
[http://www.redrockmicro.com/static/images/fullres/microties\\_pencil.jpg](http://www.redrockmicro.com/static/images/fullres/microties_pencil.jpg)

Redrock Logos

- Redrock logo (.eps format for print)  
[http://www.redrockmicro.com/static/images/press/rr\\_logo\\_white\\_background.eps](http://www.redrockmicro.com/static/images/press/rr_logo_white_background.eps)
- Redrock | blue logo (.eps format for print)  
[http://www.redrockmicro.com/static/images/press/rr\\_logo\\_white\\_background.e  
ps](http://www.redrockmicro.com/static/images/press/rr_logo_white_background.eps)

If you have any questions, please drop me a line.

Cheers,

Brian

Brian Valente

Redrock Micro