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Redrock Micro Announces New ultraCage | blue for Digital Cinema Cameras

*In lock-step with Canon Cinema EOS Camera announcement,
ultraCage is a New Generation of Support for a New Generation of Cameras*

Hollywood, CA and Dallas, TX - Redrock Micro, the recognized leader in affordable professional-level cinema accessories, announced today the ultraCage | blue line of cinema accessories and support gear for the new generation of digital cinema cameras. The ultraCage is the first cage designed specifically for the just-announced Canon EOS C300, and has been called the essential accessory for transforming these phenomenal cameras into phenomenal camera systems. The ultraCage delivers all the needed pieces for mounting, accessory support, safety and modularity to fulfill the promise of these cameras. As with all Redrock products, the ultraCage delivers professional systems at revolutionary prices

Redrock ultraCage the Foundation of Canon's Product Launch Films

The ultraCage and Redrock rigs were used exclusively by all productions of Canon's launch movies shot with the EOS C300. These projects were all helmed by prestigious directors and directors of photography including Richard Crudo, ASC, Félix Enríquez Alcalá, Sam Nicholson, ASC, Vincent Laforet, DGA, and Ron Howard, DGA.

During camera prep for these films, each production's crew created their own custom configurations and rigs using the ultraCage as the foundation, and then built up with Redrock's huge library of cinema accessories. The result was a wide range of finely tuned solutions to each operator's individual taste and needs.

"The RedRock Micro ultraCage is an invaluable addition to the new Canon C300," said Dana Christiaansen, Director of Photography for Sam Nicholson's film 'XXIT'. "The engineering and mechanical quality is excellent. Their [system] allows fast adjustments and holds the setting under tough shooting conditions. "I really appreciate a trouble-free camera support system... Redrock Micro has done a great job."

"We couldn't have asked for a better camera for this [project]" said Eric Wolfinger, first AC B camera for Richard Crudo's film 'Max is Back'. "The [standalone camera] design is great, but wouldn't really work in a production environment without the support from Redrock. Everything is nice and light and easy to use."

Leading in Innovation, ultraCage | blue is the First and Only Support Cage Designed Specifically for the Canon EOS C300 Body

Like no other system anywhere, ultraCage mirrors the sleek, compact design of the Canon C300 series camera to add critical features and support without expanding the footprint. The ultraCage closely wraps the camera to maintain its beautiful natural form factor while adding rails support, mounting points, and a rugged 360 degree camera casing. The C300's removable handgrip can be attached and used, or detached all without removing the ultraCage. The ultraCage is designed in partnership with Canon to ensure all buttons, functions, and doors are completely accessible. You get the most out of your camera without anything getting in the way. The ultraCage is a significant evolution from today's clunky and inelegant square cages.

"When Canon approached us to create a cage that would 'finish' the C300 into a supremely functional production camera, we wanted to do something more than just create a square cage," said James Hurd, Chief Revolutionary of Redrock Micro. "We felt it was important to mirror C300's compactness and beautiful lines without increasing the camera's footprint. Customers want to retain the camera's feel and ergonomics, and add the support, security, and features of the ultraCage."

The Redrock ultraCage and Redrock rigs showed prominently in the behind-the-scenes footage of the Canon unveiling event. Martin Scorsese, a keynote speaker at the event, reflected on the significance of smaller, more agile equipment, and underscores the important design theme that both Canon and Redrock espouse: "bulky, expensive equipment [has been an] impediment to filmmaking in the past... Now anyone can make a movie, and storytelling through video is easier than ever."

The ultraCage | blue Delivers it All

- *Form-fitting* - The ultraCage design mirrors the C300 and enhances the camera's form and functionality without increasing the footprint.
- *Full-featured* - ultraCage delivers a landslide of features across support, stabilization, power and cinema accessories.
- *Modular sizes* - choose the style that works for you: from ultra-compact cages to full cinema-style extended cages with added support and mounting points. Tool-less setup allows you to switch between setups quickly and easily.
- *High-end cinema ready*: built-in 15mm lightweight, built-in ready for 15mm studio and 19mm rails for big lens support such as Canon's cine zooms. Powered option includes power for camera and up to 2 additional 12v accessories such as camera-top monitors.
- *Affordable* - Redrock continues to buck the trend by offering professional level cinema accessories at revolutionary prices so that anyone can afford to own great gear and get more value for your money.

ultraCage | blue Universal: ultraCage for Everyone

In addition to the ultraCage for the Canon C300, Redrock also announced ultraCage Universal, a version designed to extend the great features of ultraCage to other cameras including HD SLRs and digital cinema cameras such as the Sony NEX-FS100 and Panasonic AG-AF100 among others.

For More Information

Additional details can be found on the ultraCage page at redrockmicro.com/ultraCage

Pricing and Availability

Official pricing has not yet been announced for the ultraCage, but cages are expected to start under US \$750. Like all other Redrock cinema accessories the full line is expected to be profoundly affordable. Redrock revolutionary prices are typically ½ to 1/5th the cost of comparable professional level equipment. Expected availability is December 2011.

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 HDSLR cinema rigs and accessories. Today, Redrock Micro continues to lead the industry in innovation with its award-winning digital cinema rigs and accessories, DSLR rigs, depth-of-field adapters, stabilization and support gear, sophisticated focus controllers, and advanced cinema accessories. More information is available at redrockmicro.com.

Print-Ready Images and Resources

Redrock Micro ultraCage | blue

- Redrock Micro ultraCage | blue Extended configuration with Canon EOS C300 digital cinema camera (sample configuration)
http://www.redrockmicro.com/static/images/fullres/redrock_ultraCage_cobalt.jpg
- Redrock Micro ultraCage | blue Universal Edition (sample configuration)
http://www.redrockmicro.com/static/images/fullres/redrock_ultraCage_universal_black.jpg

Redrock Logo

- Redrock logo (.eps format for print)
http://www.redrockmicro.com/static/images/press/rr_logo_white_background.eps

Online Videos

Redrock Micro ultraCage | blue was the exclusive support system used in all Canon's product launch films. Behind-the-scenes videos from these launch videos can be found below:

- XXIT, Sword, Max is Back, Mobius (there are no direct links to these videos, but check the behind the scenes) <http://www.canoncinemaeos.com/media-gallery.php>
- Vincent Laforet's Mobius: behind the scenes (direct video link) <http://vimeo.com/31526888>

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

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