

## **REDROCK MICRO UNVEILS WORLD'S PROSUMER-PRICED 35MM CINEMA LENS ADAPTER FOR DIGITAL VIDEO AND HD CAMERAS**

*Revolutionary Micro35 delivers an important tool for digital filmmakers to create cinema-quality images using digital video*

Dallas, TX (April 28, 2005) – Opening a whole new creative outlet for digital filmmakers, Redrock Microsystems, LLC announced today the general availability of the Micro35 Cinema Lens Adapter. The Micro35 adapter enables virtually any Digital Video (DV) or High-Definition Video (HD) camera to use 35mm lenses to create stunning visual imagery using shallow depth-of-field, varying angles of view, and focus effects previously only available to high-end film cameras. The Micro35 brings this capability to market with an astounding introductory price of only \$500 – a fraction of the cost of previous systems.

“Filmmakers who rely on digital video as the preferred low cost production method have used many techniques to address the ‘video look’ but are still frustrated by the result,” said James Hurd, President and CEO of Redrock Microsystems. “The Micro35 Cinema Lens adapter promises to solve some of the key elements in delivering cinema-quality images using this digital medium. By enabling the use of 35mm lenses, the Micro35 gives these artists access to incredible depth-of-field, angle of view, and focus effects previously only available to the high-end filmmaking community. The response from the digital filmmaking community is truly overwhelming.”

By focusing on superior design and manufacturing processes, a focused set of features, and an incredible price point, Redrock opens a whole new market to the advantages of 35mm lenses for Digital Video and HD Video filmmakers.

The Micro35 Cinema Lens adapter is designed to be camera independent, and can be used with a wide variety of DV and HD cameras, including the Panasonic DVX100/DVX100A, the forthcoming Panasonic HVX200, the Canon XL1 and XL2, and the Sony HVR-Z1U.

In addition, the Micro35 can be used with a wide array of SLR and motion picture 35mm lenses. Independent filmmakers, film students and teachers, and low budget moviemakers will appreciate the compatibility with 35mm SLR lenses such as Nikon, Canon, and Pentax. High-end cinematographers will be able to use professional 35mm cinema lenses such as Zeiss, Cooke, and Arri.

Previous systems for adapting 35mm lenses have suffered from over-engineering and high price points that have put this capability out of reach of many filmmakers.

“Lunatic Fringe Pictures is in the business of making television commercials and motion pictures,” said Larry McKee, Cinematographer and director of photography for Lunatic Fringe Pictures. “While nothing yet takes the place of 35mm movie film, the Micro35 Cinema Lens Adapter allows us to use our motion picture camera lenses on a DV camera

for stunning results. We are able to enjoy the benefits of digital video production, and can still get fantastic depth-of-field and other film-like effects from our DV cameras. We have been more than pleased with the results so far. And, more importantly, so have our clients.”

Coinciding with the availability of the Micro35 is the completely revamped Micro35 website, which can be found at [www.redrockmicro.com](http://www.redrockmicro.com) .

The Micro35 will be available in Summer 2005 at an incredible introductory list price of \$500 USD.

For more information visit <http://www.redrockmicro.com>

### **About Redrock Microsystems, LLC**

Redrock Microsystems, LLC was founded in 2004 by a group of avid digital filmmakers whose desire to produce high quality movie images without requiring huge budgets lead them to start Redrock Microsystems: a company committed to the express purpose of bringing cinema-quality accessories to market at revolutionary prices.

Today, Redrock Microsystems designs and sells a line of high quality cinema accessories for independent filmmakers, film educators and students, and budget-conscious moviemakers. Our flagship product is the micro35 cinema lens adapter, which allows digital video (DV) and hi-definition video (HD) cameras to use 35mm cinema lenses to radically improve the quality of recorded images. The micro35 brings the quality and technology of high-end solutions at a fraction of the price.

Redrock Micro’s strong commitment to the community of independent filmmakers has lead to the release of the micro35 DIY Guide, an inexpensive alternative that promotes hands-on learning of camera lenses, videography, and the art of cinematography.

Redrock Microsystems has offices in Dallas, Texas, and Hollywood, California. Redrock Microsystems can be reached at [info@redrockmicro.com](mailto:info@redrockmicro.com) and <http://www.redrockmicro.com>

Editorial Contact(s):

Brian Valente  
[bvalente@redrockmicro.com](mailto:bvalente@redrockmicro.com)