

Codex and Panasonic continue their successful partnership with VariCam Pure

London, September 6, 2016 – Panasonic has once again called on the engineering and technical expertise of Codex (www.codex.online) to develop with them a totally integrated and smaller VariCam camera - the new VariCam Pure digital cinematography camera. The new Panasonic VariCam Pure is a RAW-only camera that takes the VariCam range to a whole new level. The combination of Codex and Panasonic was proven with the VariCam 35 and Codex V-RAW recorder, used on projects such as Netflix's *Death Note* and *The OA* so Panasonic of course turned to Codex for this next generation camera.



The VariCam Pure is a modular camera solution providing in-camera recording that directly addresses the needs of cinematographers and camera crew who desired a compact but powerful camera system that could be used in any situation.

Michael Bravin, engineering supervisor at Sim Digital in Hollywood, said, "It's great to see such purposeful product development in the collaboration between Codex and Panasonic. They have teamed-up, to not only offer RAW recording for the VariCam 35, but to raise the bar even higher. By tightly integrating this new V-RAW recorder with the VariCam for a smaller lighter, frankly better, system we now can more effectively meet the needs of our clients on high end 4K RAW productions."

This expanded toolkit for digital capture is enabled by Codex's battle-tested recording media – Codex Capture Drive – and provides the gateway to an entire production to post workflow via Codex Production Suite. Codex continues to provide one workflow, no matter what camera you shoot with.

"Those who have seen this new camera system have been impressed" said Codex VP Brian Gaffney who added, "This combination is a powerful new tool for 4K RAW recording, and is just the kind of camera that studios are looking for to produce 4K content for the cinema or the home. We support camera choices at the front-end with a single workflow that simply and safely moves your data from production into post and beyond."

Panasonic will showcase VariCam Pure at IBC 2016, Hall 11, Stand C45 and Cinec 2016, Stand 2-B01.

About Codex

Codex develops and manufactures RAW recording and workflow systems of unparalleled performance and productivity for the latest generation of digital cinematography cameras. Codex systems unify and streamline the camera-to-post pipeline into one workflow, and are distinguished by reliability, robustness and ease-of use in 'big data' production environments – making them the first choice for major motion pictures, high-end TV and commercials. The company's product portfolio is designed for filmmakers by filmmakers, and includes intuitive tools for colour, dailies, archiving, review, QC and asset management. A relentless R&D programme combines the latest electronics with cutting-edge industrial design to deliver trailblazing toolsets that enable brand new capabilities and even greater efficiencies in the ever-expanding universe of media and entertainment creation. Codex is a privately-held firm, headquartered in London, UK, with offices in Los Angeles, Beijing and Wellington, plus sales partners worldwide. www.codex.online

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