

















Imager (Actual Size)	Base ISO	Latitude	Frame Rates (Progressive Only)	Digital Sampling on Recorded Media	Recorded Bit Depth Format & Time	Data	Weight	Power	Highlighted Positives	Notable Credits	Average National Daily Rental (Body Only)
 ALEXA Studio w/Codex	800	14 Stops	4:3 Mode .75-48fps 16:9 Mode .75-120 fps Shutter OFF .75-60 fps Shutter ON	2880 x 2160 ARRIRAW 4:3 2880 x 1620 ARRIRAW 16:9	12 bit Log ARRIRAW Uncompressed 25 mins -256GB 50 mins -512GB Records ProRes & DNxHD Also See Data Below	9.4 GB per Minute	22 lbs Body & VF 28 lbs w/ Codex	90w Body with Shutter 125w w/ Codex	Optical Viewfinder Mirrored Shutter 4:3 Imager Anamorphic Low Light Performance Wide Latitude Internal ND filter	<i>Bond 23 - SkyFall</i> <i>World War Z</i> <i>The Avengers</i> ¹ <i>Hugo</i> ¹ <i>Sparkle</i> ¹ ¹ Non-Studio ALEXA	\$3400 w/Codex \$2500 Studio Body Only
 Sony F65 & SR-R4	800	14 Stops	1 to 120 fps Shutter OFF 1 to 60 fps Shutter ON	8K 4096 x 2160 Accessible Today	16 Bit Linear RAW 15 mins - 256GB 30 mins- 512GB 60 min - 1TB	16.7 GB per Minute	12 lbs Body Only 16 lbs w/ SR-R4	62w Body Only 105w w/SR-R4	Rotary Shutter 16 Bit Linear RAW IIF ACES Workflow Wide Color Space Wide Dynamic Range	"Oblivion" "After Earth"	\$2,500
 Sony F35 & SRW1	400	12 Stops	1-50 fps @ 1920x1080	1920 x 1080	10 Bit HDCAM SR Tape 50 Min 10 Bit Uncompressed 12 Bit - w/SRMemory	N/A	11 lbs Body 24 lbs. w/ SRW1	58w Body 106w w/SR-R4	4:4:4 Recording 14 bit A/ D Established HDCAM SR Workflow 12 Bit - w/SRMemory	<i>Tron Legacy</i> <i>Red Tails</i> <i>Reel Steel</i> <i>Lay the Favorite</i>	\$2,400
 ALEXA Studio/Plus/EV	800	14 Stops	.75-120 fps @ 1920x1080 .75-60 fps @ ARRIRAW Requires Codex	1920 x 1080 2880 x 1620 ARRIRAW Requires Codex	12 bit - ProRes 4444 10 bit - DNxHD 4:2:2 32GB SxS - 14 min 64GB SxS - 28 min	1.9 GB per Minute	14 lbs	85w	Low Light Performance Wide Latitude Cost Effective Workflow Bright EVF w/ Overscan Great Color Separation	<i>Boss</i> <i>Shameless</i> <i>Downton Abbey</i> <i>Pan Am</i> <i>Desperate Housewives</i>	\$2500 Studio \$1900 Plus \$1700 EV w/120fps \$1500 EV w/o 120 fps
 Red Epic 3	800	12+ Stops 16-18 Stops w/ HDRx	1-96 5K 2.39 1-120 5K Full 1-150 4K Full 1-200 3K Full 1-300 2K Full	5K 4K 3K 2K 1920 x 1080	16 Bit Linear R3D File - 5K FF @ 5:1 128GB SSD - 23 min 256GB SSD - 46 min (HDRx cuts time in half) <i>Lowest Compression is 3:1</i>	5.5 GB per Minute	5 lbs Body Only 6 Lbs Body & EVF	60w	Small - Ideal for 3D HDRx High Dynamic Range Touchscreen LCD Established R3D workflow EVF with overscan 12-14bit REDCODE	<i>Spiderman 4</i> <i>Hobbit</i> <i>Prometheus</i> <i>Great Gatsby</i> <i>Oz: The Great and Powerful</i>	\$1,400
 Red One MX	800	12 Stops	1-30p fps @4K 1-60 fps @3K 1-120fps @2K	4.5K 4K 3K 2K	12 Bit R3D File (4K) 16GB Card - 9 mins 120 GB RAM - 60 min 320GB Drive - 120 min	2.0 GB per Minute	10 lbs Body 12 lbs Body & EVF	75w	Low Light Performance Cost vs. Performance Established R3D Workflow on virtually all platforms	<i>The Social Network</i> <i>Pirates of the Caribbean 4</i> <i>Winter's Bone</i> <i>Girl with the Dragon Tattoo</i>	\$700 w/ CF Card \$750 w/ SSD
 Sony F3	800	11 Stops	1080 1-30fps 720 1-60 fps @ 29.97	1920 x 1080	8 Bit 32GB SxS - 100 min 10 Bit S-Log to External Recorder	.23 GB per Minute	5.3 lbs	24w	10-bit Uncompressed 4:4:4 S-Log Output IIF ACES Workflow Ideal for 3D Low Power Consumption	Planet B Boy (3D) Rock Center - NBC X Factor Numerous Regional & National Spots	\$450 \$500 w/S-Log



Imager (Actual Size)	Base ISO	Latitude	Frame Rates (Progressive Only)	Digital Sampling on Recorded Media	Recorded Bit Depth	Data	Weight	Power	Highlighted Positives	Notable Credits	Average National Daily Rental (Body Only)
 Canon EOS C300	850	TBD	1080 24, 25, 30 fps	1920 x 1080	8 Bit MPEG2-4:2:2 MXF 64GB CF - 160 min	0.4 GB per Minute	3.2 lbs	11.4w	Incredible Low Light Performance Small Size C-Log Workflow	XXIT Mobius Sword Max Is Back	\$450
			720 24, 25, 30, 60								
 Red Scarlet³	800	12+ Stops	1-12 fps @ 5K 1-30 fps @ 4K 1-48 fps @ 3K 1-60 fps @ 2K 1-120 fps @ 1K	4K 3K 2K 1920 x 1080 5K (up to 12 fps)	16 Bit Linear R3D File - 4K @ 6:1 64GB SSD - 23 min 128GB SSD - 46 min 256GB SSD - 92 min	2.8 GB per Minute	5 lbs	60w	Cost vs. Performance Small - Ideal for 3D Established R3D workflow	Love Puzzle Maybe He Should Have Told Her Closer to Home	\$400
			 Canon 7D PL Mount	100 Still 160 Video	9 Stops	24, 25, 30 @ 1920 x 1080	1920 x 1080	8 Bit H.264 16GB CF - 49 mins	0.32 GB per Minute	1.8 lbs	TBD
60p (7D Only) 1280x720											
 ARRICAM ST for comparison	500	15-16 Stops	1-60fps	1920x1080 2K 4K 6K Uncompressed (via Scanner)	16 bit (Linear) 10 bit (Log) 3 Perforation 14m48s 1000' 4 Perforation 11m 06s 1000'	N/A	25 lbs. 400' Load 28 lbs. 1000' Load	55w	4:4:4 Color Sampling Established Workflow Widest Available Latitude Proven Archival Value	The Black Dahlia Chicago King's Speech Quantum of Solace	\$1,400 w/Mags
			 Phantom Flex	1200	10 Stops	1-1617 fps @ 2560x1440	2560x1440	12 Bit - RAW 32G Internal RAM 4.5s@2500fps 512G CineMags 1m14s@2500fps	170 GB per Minute @ 1000fps	12 lbs. 14 lbs. w/ CineMag	100w
 Phantom HD Gold	250	10 Stops				5-1052 fps @ 1920x1080	2048 x 2048 Uncompressed RAW 1920 x 1080	14 Bit - RAW 32G Internal RAM 8.9s@1000fps 512G CineMags 3m14s @ 1000fps	216 GB per Minute @ 1000fps	12 lbs. 14 lbs. w/ CineMag	80w
			 Weisscam HS-2	400 HD 640 RAW	10 Stops	1-2000 fps @ 1920x1080	2048 x 1536 Uncompressed RAW 1920 x 1080	12 Bit - RAW 32G Internal RAM 6s @ 2000fps DigiMag (2 TB) 9m18s @ 2000fps	160 GB per Minute @ 1000fps	19 lbs 35 lbs w/ DigiMag	80w

³ Copyright©2011 Red.com

Camera Must Be Available For Sale and Rent | Data based on 24fps and highest motion record