



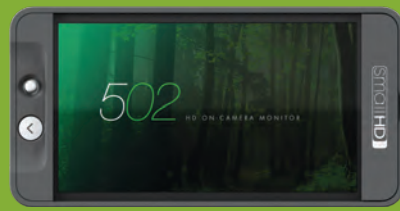
Meet the SmallHD 500 Series



The world's most versatile camera viewing system



Sidefinder™ Electronic Viewfinder



502 HD On-Camera Monitor

Full High Definition

On a 441 pixels per inch screen

SmallHD does it again. After revolutionizing the world of on-camera monitors with its groundbreaking compact HD monitors, Small HD introduces the next step in camera monitoring and viewfinding. Thanks to an entirely new platform, the

500 Series offers precision professional camera viewfinding equipment with more powerful processing, greater versatility, and expanded toolsets—all intuitive, cost effective, and easy to learn. Introducing the 500 Series.

smallHD.com

502: The New 5-inch Monitoring Standard

Full HD that's Bright & Sharp

The SmallHD 502 on-camera monitor features a Full HD, 1920x1080 LCD display. With a densely packed 441 pixel-per-inch screen, (more than iPhone 6), it's the sharpest 5-inch on-camera monitor on the market.

Optimum Broadcast Color

The 502's LCD display can produce 85% of the NTSC Color Gamut (greater than the REC. 709 color standard), rivaling the color capabilities of OLED technology. The crisp 400 nit screen is bright enough to be easily viewed outdoors, and provides a 1500:1 contrast ratio for superior dynamic range.

Widely Viewable Screen

The 1920x1080 (441 pixels per inch) screen can be viewed over a 179-degree angle.

Processing Power Means Format Dexterity

The new custom-built processing engine provides the power to make input video resolution and frame rate nearly irrelevant. The 502 instantly analyzes the incoming data stream, determines horizontal and vertical resolution and frame rate, then displays whatever format has been sent, even when arbitrary. SDI and HDMI inputs and outputs are standard, with cross conversion allowing HDMI input and SDI output, and vice versa.



Imports 3D LUTs

The 502 monitor can import 3D LUTs, via an SD card, to provide on-set previewing in real time of how a scene will look when later colorized in post-production.

"It's a brilliant little monitor...and it's very crisp. The interface design is something that SmallHD got right in the past, and they did again this time."

Nino Leitner, DOP

Streamlined OS for Easy Navigation

The all-new operating system developed for the 502 (and future 500 Series products) greatly simplifies menu navigation. With a flick of the thumb on the joystick button, the monitor will instantly zoom in or out of the source image, switch between tool presets, and zoom out to see multiple preset pages at once. The menus may be customized to allow instant switching between frequently used features.

Joystick Button

The Joystick button lets shooters experience touch-screen versatility without the downsides. Aside from being extremely responsive, using the Joystick Button doesn't leave smudge marks on the screen and it is more cost-effective to manufacture.

Wireless Connectivity

The 502's wireless, omnidirectional remote controller lets shooters control the monitor and its menus wirelessly.

Rugged & Dependable

The 502 monitors are housed in an aluminum frame with a rubberized exterior chassis, as well as a rubberized ABS plastic front bezel and back battery plate—for protection in the toughest conditions.

Practically Compact

The 502 weighs just 9-oz (.25 kg) and measures 2.95" x 5.78" x 0.80" (75mm x 146.8mm x 20mm). Its size, weight and resolution make it an attractive option for shooters looking to attach it straight to the camera, while its robust mounting options and durability allow use on a gimbal or shoulder rig without adding bulk.

Power Options

The back plate of the monitor features slots to hold two rechargeable Canon LP-E6 batteries. It can also be powered via a D-tap off of a camcorder battery pack, or run from an AC adapter that snaps into the monitor's battery plate. Power input range is 6.0-9.0 VDC.



"This is the sharpest 1080p 5-inch monitor I have ever seen."

Vincent Laforet
Filmmaker



Preliminary Specifications

502 Monitor

Brightness	400 nits
Contrast Ratio	1500:1
Pixel Density	441 pixels per inch
Resolution	1920 x 1080
Refresh Rate	60Hz
Color Gamut	85% of NTSC Color Gamut, 100% of Rec. 709
Color Depth	8 bit
Monitor Viewing Angle	179°
Power Input Range	6.0-9.0 VDC
Power Options	Canon LP-E6 Battery, D-tap, AC Adapter
Dimensions	2.95" x 5.78" x 0.80" / 7.5cm x 14.7cm x 2cm
Weight	9 oz/.25 kg
Input Connections	SDI and HDMI
Output Connections	SDI and HDMI
Advanced Software	3D LUTs, Scopes, Waveform, Image Capture to SD Card, Focus Assist, Exposure Assist

Specifications subject to change without notice.

Sidefinder™: The Ultimate HD Viewfinder

EVF, 5-inch Monitor & More

The new Sidefinder is a full-featured HD viewfinder with a flip-out 1080p display. It is the highest resolution electronic viewfinder and the highest resolution 5-inch, on-camera monitor—in one.

The union between SmallHD's 500 Series Monitor and their patent pending, custom-designed, professional EVF Loupe, it offers all the benefits of using a field monitor and an EVF, without compromising speed, agility, or image quality.

Bright, Crisp & Fast

The Sidefinder combines the feature-rich 500 Series on-camera monitor with a top-of-the-line Full HD (1920x1080) image from a bright, 400 nit, 1500:1 contrast ratio screen. The optical-grade EVF Loupe system provides a crisp view of the 441 pixels per inch screen for optimal focusing and exposure setting. The lightning-fast processing of the image allows the Sidefinder, mounted on a professional camera, to exhibit just a single frame lag between the lens and the display.

True HD Resolution Aids Focusing

The EVF Loupe uses a 1366x768 portion of the display to create a crisp, clear image in a truly immersive environment. The Sidefinder's pixel density prevents pixilation, so individual pixels are not seen when magnified by the optics.

High Resolution 3D LUTs

The Sidefinder system allows the application of a 3D LUT to the image, which can be shared with others on set using the flip-out 1080p display. Loading 3D LUTs of any format and size is made easy with the Sidefinder's SD card slot and intuitive user interface.

3 Viewing Modes

The Sidefinder electronic viewfinder provides three different ways of viewing the camera's output while shooting. The operator can use the eyepiece to view the scene. When inconvenient or dangerous for the operator to put an eye to the eyepiece, the 502 monitor can be swung out from the EVF Loupe and viewed directly. And when the camera is mounted on a jib arm, slider or other camera support, the monitor itself can be removed and positioned closer to the operator.

Adjustable Diopter

The Sidefinder is equipped with a -2 to +4 optical diopter so operators with less than perfect vision can easily dial in eyepiece focus as needed.

Adjustable Field of View

The Sidefinder accounts for personal viewing preference by allowing users to adjust the field of view. At the 40-degree default, the shooter is closer to the image to aid in focusing. Zooming the eyepiece back to 20 degrees makes composition easier and reduces eye strain.



Universal Mounting

The Sidefinder has the most robust list of EVF mounting options available.

Using a highly engineered, well-balanced mounting bracket, the Sidefinder may be situated extremely close to the camera via popular mounting solutions (NATO rail, ARRI Rosette, 15mm Rod and 1/4"-20 taps).

Smarter Design & Effortless Interaction

The Sidefinder incorporates an entirely new operating system and user interface designed for speed, accuracy and simplicity. The user interface is made to be simple. By incorporating a joystick and back button, the Sidefinder provides the flexibility of a touch-screen display without the negatives. High-resolution scopes, industry standard frame guides, and 3D LUTs are accessed almost effortlessly, without having to touch the display.

Pixel Zoom

Pixel Zoom function allows the user to zoom in on any particular portion of the image for an even more critical look at focus or exposure.

Focus Assist

In situations where the operator may struggle to see detail in a shot, *Focus Assist* provides various tools such as *Focus Assist Red*, which indicates, in the color red, which parts of the image are in focus.

Convenient Remote Control

The included wireless, omnidirectional remote control allows the shooter to position control of the Sidefinder menus from the most convenient location.

Exposure Assist

In many situations, judging proper exposure requires more than just looking at the image. System tools such as *False Color* act as an exposure meter that *paints* overexposed and underexposed areas in a specific color.

Industry Standard Framing Guides

A variety of framing guides are easily available through the streamlined menu system. These include *crosshair*, *crosshatch*, *aspect ratio* and *title guides*.

Preliminary Specifications

Sidefinder

Resolution: Viewing Eyepiece	1366x768
Resolution: Viewing Screen	1920 x 1080
Framing Guides	Crosshatch, Crosshair, Aspect Ratio, Title Guides, Custom
Adjustable Field of View	40° to 20°
Eyepiece Focus Range	-2 to +4 diopters
Weight	15 oz, .25 kg
Mounting Options	Integrated EVF Bracket, NATO Rail, ARRI Rosette, 15mm Rod, 1/4"-20 Taps
Software	Same as 502 monitor


Specifications subject to change without notice.



The Sidefinder provides many ways to view the camera's output while shooting.

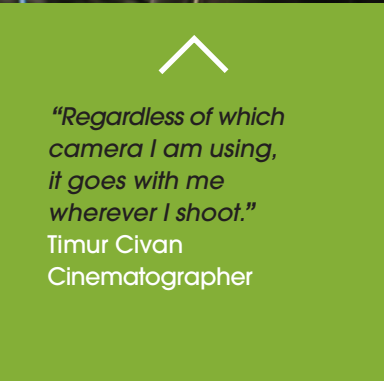
Thank you for choosing SmallHD




"A lot of capability packed into a very lightweight package." 
James Mathers
DP & Founder of
Digital Cinema Society



"The feature that is most important to me is the clarity of the image during bright exterior shoots." 
Rich Moriarty
Camera & Support
Operator




"Regardless of which camera I am using, it goes with me wherever I shoot."
Timur Civan
Cinematographer



"SmallHD is best in class and an integral part of our kit." 
Cory Rich
Director



"SmallHD, in my opinion, makes the best field monitors on the market. I love them!" 
Philip Bloom
Filmmaker




"When an agency person walks over to the camera and looks at that monitor, it looks awesome. And that makes us all look good."
Sweatpants Media
Jonny Zeller, Director



919-439-2166 support@smallhd.com
www.SmallHD.com