



REDRAY PRESS RELEASE

RED STUDIOS HOLLYWOOD, Hollywood, Calif., November 30, 2012 - RED Digital Cinema announced the arrival of the world's first ultra high-definition 4K cinema player, REDRAY®.

With the recent launch of 4K resolution displays and projectors into the Consumer Electronics market, REDRAY fills a crucial role as an OTT network based appliance and the first media source capable of providing true 4K content to these displays.

Along with playing native 4K resolution .RED files, REDRAY features the ability to play back and upscale .MP4 HD files to Ultra HD resolution (3840x2160). Compared to existing distribution methods such as Blu-ray, which are limited to 8-bit, 4:2:0 color precision, REDRAY supports up to 12-bit 4:2:2 color precision to eliminate image artifacts and deliver a truly cinematic visual experience.

Equally impressive as the output fidelity is REDRAY's exceptionally low 4K data rate averaging less than 2.5MB/s. Simply put, a .RED file can deliver a feature-length film at full 4K resolution on a USB flash drive or via an OTT media network.

REDRAY 4K media is protected against piracy by REDCrypt file encryption and supports optional ODEMAX™ digital rights management.

Note 1: Depending on your specific model of HD or 4K display, REDRAY connects to your panel or projector using one HDMI 1.4 cable or up to four HDMI 1.3 cables. A dedicated HDMI port is provided for 7.1 channel LPCM 24-bit 48Khz surround sound audio. A second dedicated HDMI port is provided for 1080p HD resolution video output, fed from a high quality downscale of the 4K resolution master file.

Note 2: For those interested in commercial applications such as digital signage, a single REDRAY can simultaneously drive up to 4 HD panels or two 4K panels, and multiple REDRAYs may be synchronized for large monitor display wall applications.

Note 3: REDRAY remote control is available from an included IR remote, from Apple iOS devices via 802.11 wireless, and via Ethernet-based home theater automation products.

Note 4: REDRAY is the only 4K 3D playback system to support high frame rates (4K 3D at 48 or 60fps), allowing viewers the opportunity to experience the very latest technical development in 3D filmmaking.



Note 5. With 1TB of internal storage, REDRAY supports up to 100 hours of 4K online content. External media storage may also be connected via USB or e-SATA.

RED is now taking pre-orders for REDRAY on Red.com. Volume shipments to commence in Q1 2013.

In 2006, RED Digital Cinema began a revolution with the 4K RED ONE digital cinema camera. By 2008, the camera that changed cinema also began to change the world of stills. The same camera being used to shoot features like [The Hobbit](#) and [The Girl with the Dragon Tattoo](#) was being used to shoot covers for magazines such as [Vogue](#) and [Harper's Bazaar](#). Additionally, the 5K EPIC and SCARLET cameras are built around a modular foundation that gives the flexibility of full customization for each shoot. For more information, visit www.red.com.

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