

sinar press release

Sinarback 54 M / Sinar Action Module / Sinar CaptureShop™ 5.0

The renowned Swiss manufacturer of high-end view cameras, SINAR AG, revolutionizes digital photography at PMA 2004 in Las Vegas.

Sinarback 54 M – The Big One That Is Very Small

The new Sinarback 54 M is small to look at, but it takes pictures like a big one.

In spite of its small size (87 x 87 x 45 mm / $3 \frac{7}{16} \times 3 \frac{7}{16} \times 1 \frac{3}{4}$ inches) and its light weight (400 g / 14 ounces), the new Sinarback is a high-end product through and through. Together with the very small computer "Sinar Action Module", SINAR AG offers a very well thought out solution for mobile digital applications that perfectly complements the existing family of Sinar Multishot Backs. Of course the latest digital back too, conforms to the Sinar philosophy "Image Quality First!". The large format CCD image sensor (17.6 cm²) is actively and silently cooled by means of temperature and dew point sensors. That ensures that image noise that can appear as disturbing graininess in the shadow areas – even in extreme situations – is reduced to a minimum.

To maximize image quality, Sinar has removed all superfluous components that might generate unnecessary warmth, such as the monitor screen, processors, etc. from the mobile back. In order to achieve a high contrast range, the sensor jointly developed by Sinar and Kodak is read out with 14 bit. To this end, Sinar has selected the fastest read-out frequency that can be achieved without loss of quality. In ideal cases, this makes it possible to make up to 24 exposures per minute without interruption.

For demanding work with mirror-less wide-angle cameras or studio photographs with view cameras, the Sinarback is equipped with a live image function for pixel-accurate focusing. The small pixel giant features an integrated position sensor that, with the corresponding software, makes possible an automating rotation of the pictures. In combination with the Sinar m camera system and thanks to the direct communication between the components via gold-plated contacts, most of the functions of the Sinarback can be controlled directly from the camera. Thus the only cable connection of the Sinarback 54 M combines the Firewire interface for the image data transfer and the connection to the power supply.

The Sinarback 54 M serves for universal applications and like all Sinarbacks, it can be adapted to various camera bodies with only a few hand motions. The first available adapters are adaptations to the Sinar m, Sinar p3 / Sliding Adapter, Hasselblad V System as well as Fuji GX 680. Additional adapters will become available during the course of this year. In the tradition of the Sinar building block principle, the new Sinarback 54 M is compatible, so that it can also be used with older Sinar systems.

The new Sinarback is controlled by means of the Apple OS X program Sinar CaptureShop™ 5.0 or higher. A Windows version is currently being prepared.

For applications on location, the Sinarback 54 M can be operated in conjunction with Apple OS-X compatible notebooks or with the practical Sinar Action Module.

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Sinar Action Module – The Photographer Needs 4"

The smallest computer, measuring only 14 x 11.5 x 4.3 cm (5 ½ x 4 ½ x 1 11/16 inches) (Length x Width x Height), offers practically everything that the mobile photographer desires.

The Sinar Action Module is the perfect solution for all photographers who do not want to be without absolute image control while on location, but who also feel burdened by having to carry along and set up a laptop. Every Sinarback with a Firewire connector can be upgraded with a handy Sinar Action Module to become a highly practical mobile system. Thanks to the reliable electronic components of the latest generation, the exposure performance of the Sinar Action Module can readily be compared to that of a well-equipped modern desktop computer. A highlight is the crystal-clear 4-inch monitor screen, whose area is approximately 4 times greater than those on hand cameras, so that they do justice to large format sensors. For optimal operation reliability, the system software is stored on an impact-proof chip that is separate from the image data storage. More than 1500 high-resolution images can be stored on the interchangeable hard disc. In order to prevent an interruption of work in progress because of the image data downloading, Sinar offers a Firewire/USB2 Docking Station for the interchangeable hard discs. With a blank interchangeable hard disc, the Sinar Action Module is quickly ready for action again. The Module can be operated with practically any 12 Volt direct current power source. A second monitor can be attached to the "Video Out" connector socket. The software of the Sinar Action Module offers Live Image, optical and acoustic exposure control, contact sheets, ICC Color Management, as well as direct communication possibilities with the Sinar m camera.

Sinar CaptureShop™ 5.0 – A Quantum Leap

Versatile new features simplify the digital workflow

With the Mac OS X Sinar CaptureShop™ exposure software, Sinar succeeded in optimizing the workflow significantly. Under the cleaned-up user surface there is an engine that is optimized for OS X Panther, which stands out for an increased rate of exposures and a seamless integration of ICC exposure profiles. The Sinar CaptureShop™ automatically recognizes the attached camera configuration and sets up the respective control elements.

A new universal raw file format that is based on TIFF makes possible problem-free, platform-transcending work, for instance with image data banks or with the Sinar Action Module. Especially the users of high-resolution digital backs will greatly appreciate the new, turbo-loaded Contact Sheet. With the high-resolution thumbnails, the pictures can now be manipulated individually or in series, without the time-consuming need for opening the fine data. Even a histogram for the thumbnails that have been selected is displayed in the redesigned gradation window. With the new image browser function, raw images can be managed efficiently in sub-folders. Sinar CaptureShop™ 5.0 is compatible with all Sinarbacks, their respective accessories and cameras. Members of the Sinar Owners' Group will soon be able to download this latest version of the CaptureShop line at no charge from www.sinarcameras.com.

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