



FOR IMMEDIATE RELEASE

The cmotion Cinefade VariND is the first easy-to-use professional variable ND filter for cinematographers and enables a novel form of cinematic expression.

- cmotion Cinefade VariND is available for sale and shipping to customers worldwide.
- Five useful and creative applications in one professional system for cinematographers and ACs.
- Cinefade effect is a revolutionary new storytelling tool that varies depth of field in film to accentuate a moment of drama in film or to make a client's product stand out in a commercial.
- Remotely control the VariND to enable dynamic and precise exposure control whenever the camera is inaccessible.
- RotaPola feature offers motorised control over polarisation angle.

May 3rd, 2019 - For the last two years Cinefade has been a very limited rental-only system and due to overwhelming popularity it is now available for sale and shipping its brand new and much improved cmotion Cinefade VariND system to camera rental houses and filmmakers worldwide.

Cinefade allows cinematographers to vary depth of field in one shot to gradually transition between a deep and a shallow depth of field at constant exposure, enabling a novel form of cinematic expression.

A cmotion cPRO lens control system slaves the motorised variable ND filter to an iris motor and automatically keeps exposure constant while the iris opens and closes to vary depth of field. This is the first and only professional solution to achieve the unique in-camera effect and Cinefade is compatible with any film or digital camera and cine-lens.

Cinefade was honoured to win the cinecAward for camera technology and the system has been used by world-renowned DPs such as Paul Cameron ASC to accentuate a moment of extreme drama in feature film *The Commuter (2018)* and convey the character's shift in emotional state as he is being fired from his job by gradually blurring the background and isolating him from the surrounding world.

"I wanted a severe depth of field shift to accentuate Liam Neeson's experience - something to isolate him from his surrounding world. Cinefade was exactly what we were looking for."

- Paul Cameron ASC

The completely new and much improved system, no longer requires a specialist technician to operate. The VariND is quick and easy to mount and the cmotion cPRO lens control system supports plug & play simplicity via LBUS cables and makes the setup very compact, as the iris motor also doubles as the wireless receiver.

The motion Cinefade VariND consists of a Motorised Polariser and a Static Polariser that connect together and are placed inside a matte box. The high-quality circular polarisers were developed in partnership with ARRI and using the concept of cross-polarisation, they attenuate 5+ stops of light (ND0.4 - ND1.9).

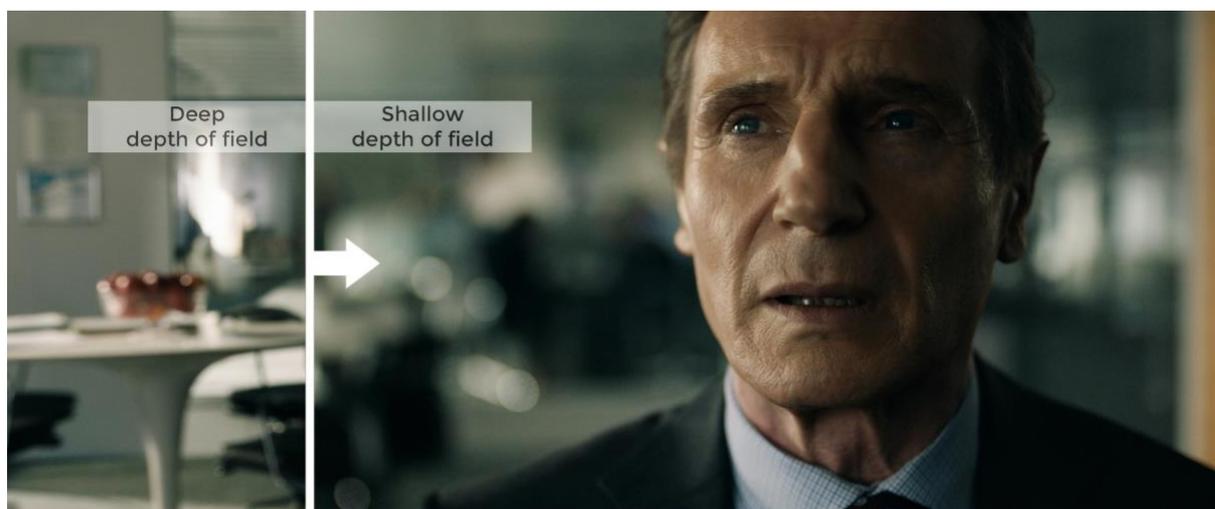
Besides the creative Cinefade effect, the VariND also has multiple practical applications and can be controlled separately, giving the DP precise and dynamic exposure control whenever the camera is inaccessible, for example on a Steadicam to adjust exposure during an interior-to-exterior transition shot, without 'riding the iris'.

The Motorised Polariser can also be used by itself in RotaPola mode to remotely adjust the polarisation angle, which is especially useful on automotive shoots to control reflections but also to animate reflections over time, resulting in interesting visual effects.

Directly control RotaPola and VariND modes on the filter itself via two buttons and an OLED screen without requiring a lens control system, potentially replacing traditional filter sets and only requiring an LBUS power cable.

"This is a new storytelling tool and there are few preconceptions of how to use the effect. Cinematographers are using a variable depth of field in interesting and creative ways to guide viewer's attention, for example to gradually reveal an antagonist hidden in the background or even combining Cinefade with a Dolly-Zoom effect", says Cinefade inventor Oliver Janesh Christiansen. "We are excited to see how filmmakers will use Cinefade and continue to push the boundaries of cinematic language. Many exciting films, TV dramas and commercials that have used Cinefade are being released in 2019, so follow @cinefade to keep up to date and check out our website www.cinefade.com for inspiration on how to use our new VariND in your next project".

Visit Camadeus booth 19 at Cinegear in June to see the motion Cinefade VariND and ask for a hands-on demo.



High res images: <https://www.dropbox.com/sh/iz2uulufsqtyil/AAC7cEY7j6u5xfX5dvMGwNFFa?dl=0>

About Cinefade, cmotion and ARRI

Cinefade was invented by half-German, half-Indian filmmaker Oliver Janesh Christiansen and together with cmotion Oliver has developed the cmotion Cinefade VariND. He now also runs Cinefade Limited to hire and sell the system from his base in London.

cmotion GmbH is headquartered in Vienna, Austria. It designs, develops and sells quality wireless and cabled lens and camera-control solutions to the film and broadcast market. cmotion's products are the most modular, ergonomic and multifunctional systems available today.

Arnold & Richter Cine Technik (**ARRI**) is a global company within the motion picture media industry and a leading designer and manufacturer of camera and lighting systems for the film and broadcast industry, with a worldwide distribution and service network.

Additional resources

High res images: <https://www.dropbox.com/sh/iz2uulufsqytyil/AAC7cEY7j6u5xfX5dvMGwNFFa?dl=0>

Short showreel video available to embed: www.vimeo.com/cinefade/intro

Technical setup overview available to embed: www.vimeo.com/cinefade/setup

RotaPola mode example video: www.vimeo.com/cinefade/rotapola

Selected Cinefade credits

The Commuter (2018) - Feature Film - DP Paul Cameron ASC

Poldark Season 4 - BBC TV drama - DP James Aspinall BSC

Trust Me Season 2 - BBC TV series - DP Kate Reid

The Last Kingdom Season 3 - Netflix drama - DP Richard Donnelly

Huawei P10 - Commercial - DP David Procter

Arla - Commercial - DP Matti Eerikainen

- www.cinefade.com/credits

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