

# Digital 35mm Cinema



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**Press Release Summary: Getting beautifully cinematic imagery from a digital camcorder is becoming more popular every day. Nearly every consumer grade and semi professional grade camcorder on the market have very small chip sensors. This puts a limitation on one very important factor in creating the "film" look with a digital camcorder: control of focus or the ability to achieve a shallow Depth of Field. RNG35 Inc. is pleased to present its newest version of the RNG35 35mm Adapter.**



Press Release Body: Pay attention the next time you go see a movie and you will notice how the camera focuses on a subject. Usually, the subject is in perfect focus while the rest of the scene is out of focus. This is how the director gets us to watch a specific part of the film.

This is called a shallow Depth of Field. It is also a very filmic aspect of movies and something that the viewer identifies as a very artistic feel...whether they know what it is or not.

**The RNG35** allows you to get this effect with a basic digital camcorder whether it's an expensive High Definition camcorder or a lower end regular digital camcorder.

Look at some of your footage taken with a digital camcorder and you will notice how flat and in focus everything in the shot is. **The RNG35** solves the most common problem that we face in wanting to make our digital footage look like film.

The December release of the new **RNG35** has some nice extra touches without the added cost.

Let's start from the front of the adapter to the back. First, the **RNG35** comes standard with a Nikon mount. Nikon lenses are nice because over all these years, their mount has not changed. You can use any, old or new, SLR lens with the **RNG35 Adapter**.

There is also a new collimation feature. You can easily set the infinity focus to any position on the adapter. This will allow you free control of how close you can get to a subject or simply allow you to fine tune infinity focus.

Then there is the new large 16:9 ratio focusing screen. We made it larger so that the entire 35mm plane could be used.

At the back of the adapter, is a new easy on feature that will allow you to more easily attach the adapter to your camcorder and adjust the adapter to align the screen inside with your LCD.

This is a nice affordable 35mm Adapter for any indi film maker or for anyone that simply wants a nice cinematic look to their videos. Please see the website for demo videos and before and after samples.

**Web Site:** <http://www.rng35.com>

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