

SMALLHD

Focus 504

SmallHD's newest
compact onboard monitor
with all the features of
PageOS at an entry level
price

EMBARGO DATE: COMING SOON



Our NEW Entry-Level Monitor Featuring:

5-inch panel

Touchscreen

SDI and HDMI

Video Over USB

1000nits

Built-in Wifi

Page OS

SmallHD's Thinnest Monitor

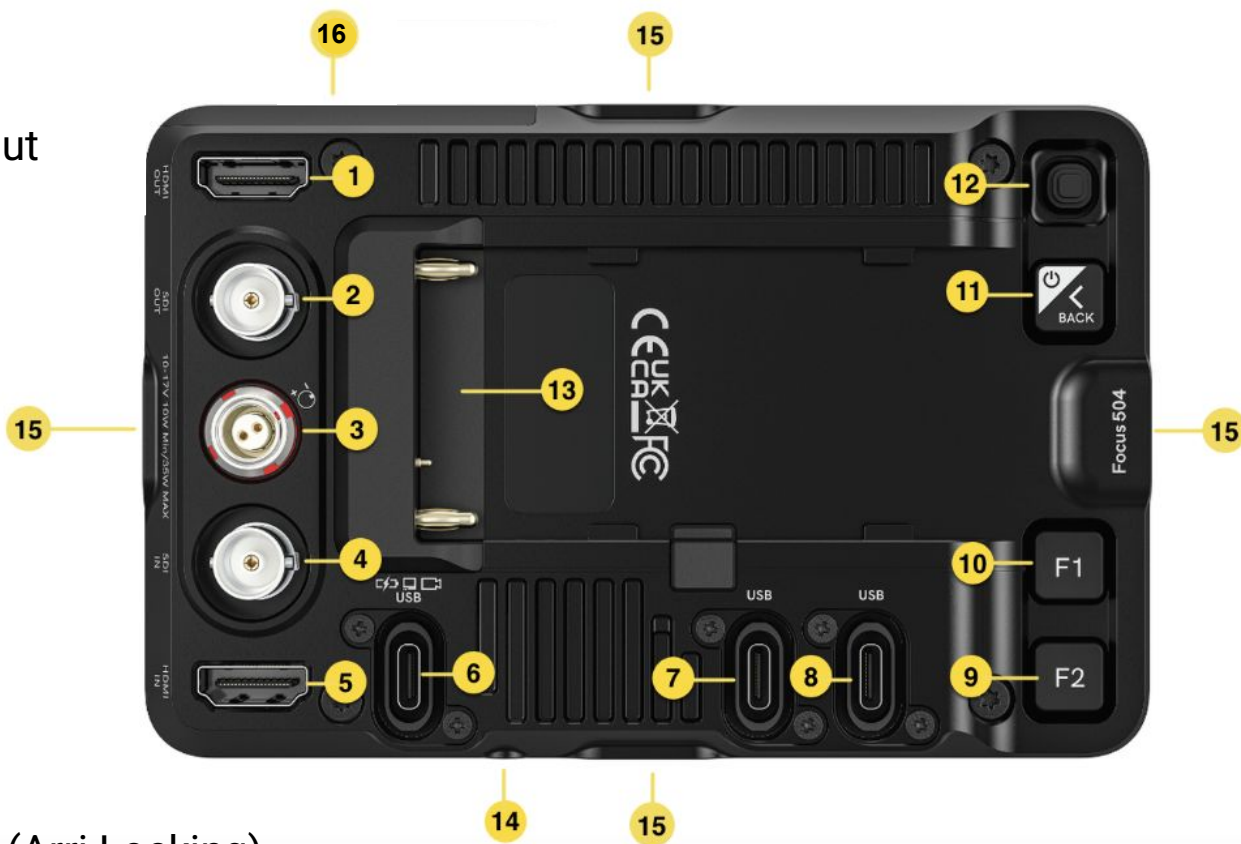


Side



HARDWARE OVERVIEW

1. HDMI Output
2. 3G-SDI Output
3. 2-pin Locking Power Input
4. 3G-SDI Input
5. HDMI Input
6. Locking USB-C (PVC)
7. Locking USB-C
8. Locking USB-C
9. Function Button - F2
10. Function Button - F1
11. Power/Back Button
12. Joystick
13. L-Series Battery Plate
14. Headphone Output
15. 1/4-20 Mounting Points (Arri Locking)
16. Wifi Antenna



Introducing PVC: More through one cable

One locking USB-C port can combine power, video and USB data.
The connected device determines which functions work together.

POWER

Receive power or power a compatible accessory.

VIDEO

Video in or out through DisplayPort Alt Mode.

COMMUNICATION

USB data for LUTs, updates, and supported camera control.

What can you connect?

Compatible phones & cameras

Video into Focus 504 from iPhone, Android, or any compatible device sending DisplayPort video output over USB-C.

Teradek Ace Micro

Video + Power from Focus 504 to the transmitter or receiver. Cross conversion is also supported on the monitor between PVC, SDI, HDMI

USB-C power source

Power can flow either way, either powering a phone or receiving power from a compatible camera

New: SmallHD's Locking USB-C Cables *(sold separately)*



Locking USB-C physically secures the cable to the monitor, helping prevent accidental disconnects during production.

It keeps camera control, data, or power connections more reliable and can be disconnected by pulling on the outer shell.

Focus 504 has 2x typical USB-C Ports to update firmware, load LUTs, pull screen-grabs, or connect for camera control. The 3rd USB-C port (on the left) is our new PVC single-cable interface.

Compatible with ALL SmallHD-Supported Camera Control Licenses

Camera Control lets our PageOS software send commands back to compatible cameras, so the operator can view the shot and adjust settings in one place.

What's new in Focus 504?

Built-in WiFi allows any camera capable of being controlled over a network to connect to the monitor. Now the user has the options of either cabled or WiFi control.



Top

ARRI | CANON | RED | SONY



COMMON CONTROLS

**LENS OPENING (IRIS) | SENSITIVITY (ISO / EI) | SHUTTER | ND FILTER
FRAME RATE | WHITE BALANCE | RECORD**

Select cameras add clip playback, touch-to-focus, recording-format or color-look choices, and full camera-menu access.

New Snap On Sunhood

Focus 504 launches alongside new low-profile Snap-On Sunhood. Just snap it on and unfold the top and sides, which will magnetically attach together. The bottom flap is removable.



SMALLHD

Focus 504

\$999 USD

Includes:

- **Focus 504 Monitor**
- **Clear Screen Protector**
- **16GB USB-A / USB-C Flash Drive** *(firmware, LUTs, screen-grabs)*

Power source, camera-control licenses, cables, and wireless accessories all sold separately.

SKUs Available at Launch

- 16-0520
Focus 504 – \$999
- 17-1084
Focus 504 Clear Screen Protector – \$29.99
- 17-1242
Focus 504 Sunhood – \$129
- 17-1243
Focus 504 Sunhood Bottom Flag (replacement) – \$29
- 17-9016
SmallHD USB-A/C Flash Drive 16GB - \$14.99
- Locking USB-C Cables
(TBD, will be available at launch)