

# Client Story

**Client:** iX Cameras

**Project:** Create new corporate identity, promotional materials, data sheets, photography and more.

I was contracted by a well established entrepreneur to support initial launch efforts for his new camera company. He had purchased the high-speed camera division of Olympus Corporation and had a goal to redefine, rebrand and sell under his new label. I created the new visual identity for both the new company and its products, along with design of all marketing and communications materials to support the initial launch.



World Class High-Speed Cameras

**New Corporate Identity Design and Business Card Design**



ix-cameras.com

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*i-SPEED. 726*

i-SPEED. 7 SERIES

*The Ultimate High-Resolution, High-Speed Camera*



There's only one way to capture the fastest events in the world. That's with the highest resolution, fastest camera ever built.

Experience the i-SPEED 726, the pinnacle of the powerful, high-end i-SPEED 7 Series line of high-speed cameras. Packed with value and suited for a wide range of applications, driven by a whopping 3.1 megapixel image sensor. It's a level of performance that captures more than movement. It captures the imagination.



**i-SPEED 726R shown in heavy duty, rugged environmental package**

Choose from the sleek new instrumentation package or elect to upgrade your camera to the high-G rated rugged package with its environment resistant aluminum casing. When the fastest camera is required to capture the fastest events, the i-SPEED 7 is up to the task.



**The i-SPEED 726 camera is controlled both by PC and the new 7 Series touchscreen CDUe**



## FEATURES

- High-resolution 2048x1536 pixel sensor
- Full resolution to 8,512 frames/second
- 1080p resolution at 12,742 frames/second
- Up to 288 GB of on-board memory for long recordings
- Internal or external SSD drive for fast data transfer
- Class leading 26 GP/sec throughput
- Microlens sensor for exceptional light sensitivity
- Wide Dynamic Range recording
- Global electronic shutter to 1 µs
- 1 hour battery life
- Compatible with all F and EF mount lenses
- Maximum frame rate – 1,000,000 fps
- Flexible frame synchronization from 10 Hz to 200 kHz
- Environmentally rugged package available
- 32 point integrated real-time health monitoring system

## Graphic branding of a New High-Speed Camera Product Line for "iX-Cameras"

This high-speed camera product line was rebranded as the "i-SPEED" camera series. The project included complete graphic identity creation, data sheets, photography and promotional materials in preparation for launching this new camera product line.

## SPECIFICATIONS

### IMAGER

Sensor type	Custom CMOS
Sensor resolution	2048 x 1536 pixel
Sensor size	27.972 mm x 20.750 mm
Sensor diagonal	34.62 mm
Pixel size	13.5 µm
Bit depth	12 bit (16.8 bit color)
ISO (Maximum)	Nono-ISO2000 + Color 14,800
Maximum frame rate	1,000,000 fps
Shutter type	Global electronic
Shutter time, standard	1 µm minimum
Shutter time, fast mode	277 ns
WB	Wide Dynamic Range

### SYNCHRONIZATION AND CAPTURE

Trigger	TTL, Tri-G, 100V
Trigger modes	Continuous, ROC, BROC
Sync	10 Hz – 200 kHz
Luminance histogram	On setting, off tool
i-CHEO 360	Camera status LEDs
i-FOCUS	Focusing and tool
i-EXPOSE	High/Low exposure highlight
Control	PC or CDUe
IRIG input	IRIG – 1 bit/s with 1 µs
IRIG sync	Camera sync to IRIG
Internal memory	96 GB standard, upgrade to 288 GB

### PHYSICAL AND ENVIRONMENTAL

Dimensions inches	14.100 x 5.718 x 7.717
Dimensions mm	358.00 x 145.81 x 196.83
Weight	18.7 lb (8.5 kg) with battery
Input voltage	12-24V
Power consumption	100W nominal, 200W max
Mounting	ISO 9000 and 1/8 inch tripod plate
Battery	2x 18.6V 10000mAh
Battery life	1 hour
Lens mount	Custom, swappable lens plate
EMC	EN55022-A, EN55024
Safety	BS (EN) 12101-1 (camera), IEC60950 (PSU)
CE marking	EMC, electrical (camera), EMC, electrical, LV directive (PSU)
Lead free	Compliant
WEEE	Compliant
IP rating	IP 20
Temperature °C	0 to 40 operation, -20 to 60 storage
Pressure	71 kPa to 106 kPa
Relative humidity	90% to 100% non-condensing
G-shock, Instrumentation package	10 G
G-shock, Rugged package	30 G for 11 µs (PC), 60 x 277 µs, 80 G for 1 µs (CDUe), 20 G
Power input connector	6-pin Lemo
Trigger input	100V Lemo trigger / sync / sync out exposure out remote power
Feature connector	IRIG 12-10

### CONNECTIVITY

Video outputs	2x HD-SDI HDMI
USB	USB 3
Network	1 Gb-RJ45
Video	All compressed or uncompressed
Image sequence	RAW, JPEG, RAW
Ethernet control	1 Gb
Remote control	Via supplied software

### PC SOFTWARE

Standard control	Control ONE
Premium control	Control MULTI-DAQ
Editing	i-SPEED Movie Maker
Analysis	ProAnalyst™ Lite by X-Box
Viewer	i-SPEED Viewer
Utilities	i-SPEED Lens Calculator, i-SPEED Viewer
Software Developers Kit	C++, LabView
Synchronized data acquisition	USB-DAC, 8 options

### PURCHASING OPTIONS

CDUs	Portable Control Unit
Service	Cal / Mono
Memory	30 GB (SD) / 72 GB / 96 GB / 144 GB / 192 GB / 288 GB
External SSD	200 GB / 500 GB / 1 TB
Lens mounts	F-mount (Nikkor D), F-mount (Nikkor D)
Control / EF mount	Control / EF mount
Instrumentation / Rugged	Instrumentation / Rugged
1 yr (std) / 3 yr / 5 yr	1 yr (std) / 3 yr / 5 yr
Set of 4 batteries	Set of 4 batteries

### FRAME RATES, RESOLUTION AND DURATION

FPS	Resolution	30GB	72GB	96GB	144GB	288GB
100	2048x1536	-	-	216 sec	324 sec	648 sec
500	2048x1536	-	-	43 sec	65 sec	130 sec
1000	2048x1536	-	-	22 sec	33 sec	65 sec
2000	2048x1536	-	-	11 sec	16 sec	32 sec
5000	2048x1536	-	-	4.3 sec	6.5 sec	13 sec
8012	2048x1536	-	-	2.5 sec	3.8 sec	7.6 sec
10000	1996x1492	-	-	2.0 sec	3.0 sec	6.0 sec
12142	1920x1080	-	-	1.6 sec	2.4 sec	4.8 sec
15100	1512x1134	-	-	1.3 sec	2.0 sec	4.0 sec
20000	1344x1018	-	-	1.0 sec	1.5 sec	3.0 sec
30000	1096x798	-	-	0.7 sec	1.0 sec	2.0 sec
50000	1096x798	-	-	0.4 sec	0.6 sec	1.2 sec
100000	1096x798	-	-	0.2 sec	0.3 sec	0.6 sec
200000	1096x798	-	-	0.1 sec	0.2 sec	0.4 sec
500000	1096x798	-	-	0.05 sec	0.1 sec	0.2 sec
1000000	1096x798	-	-	0.02 sec	0.04 sec	0.08 sec

Note: Other resolutions and speeds are available.



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