

Client Story

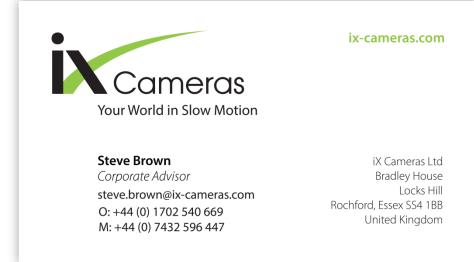
Client: iX Cameras

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.



New Corporate Identity Design and Business Card Design



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



ix-cameras.com

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	CCD sensor
Sensor resolution	2048x1536 pixel
Sensor size	27.972 mm x 20.735 mm
Sensor diagonal	34.82 mm
Pixel size	13.5 µm
Bit depth	12 bit (36 bit color)
ISO Maximum	More than 10000
Maximum frame rate	1 frame per second
Shutter type	Global exposure
Shutter time, standard	1 µs minimum
Shutter time, fast mode	27 ns
WDR	Wide Dynamic Range

SYNCHRONIZATION AND CAPTURE

Trigger	TTL 70-800V
Trigger modes	CCIR, POC, BiPOC
Sync	10 Hz - 200 kHz
Shutter	1 ms setting
CF露	CF露
Focus	Focusing aid tool
Exposure	High/Low exposure highlight
Control	PC, LAN, RS-232, Ethernet
IRIG input	IRIG-C & IRIG-B
IRIG sync	Camera sync
Internal memory	16 GB standard, upgrade to 288 GB

PHYSICAL AND ENVIRONMENTAL

Dimensions (inches)	14.100 x 6.700 x 6.700
Dimensions (mm)	361.000 x 170.000 x 170.0
Weight	18.0 kg (39.8 lbs) with battery
Input voltage	12-36 V
Power consumption	150W nominal, 200W max
Mouting	1/4" and 3/8" standard tripod plate
Battery	1 hour
Lens mount	Coaxial, interchangeable lens plate
EMC	EN61010-1, IEC60529, IEC60068-2-27
Safety	IEC60068-2-27
CE marking	EMC directive, UL directive (PSU)
Lead free	RoHS directive
WEEE	Directive
IP rating	IP20
Temperature °F	32 to 104 operation, 4 to 140 storage
Temperature °C	-20 to 50 operation, 30 to 60 storage
Pressure	71 kPa to 101 kPa
Relative humidity	95% at 104° non-condensing
Grades of instrumentation package	10 G
G-shock, rugged package	30 G at 1 g (IEC 68-2-27 Fa, 1000G, 1000Hz, 1000g)
Power input connector	6-pin Lemo
Trigger input	EN5 21
Feature connector	8-pin Lemo, trigger/sync/trigger/sync out/ exposure out/remote power

i-SPEED 726

CONNECTIVITY

Video outputs	2x RS-OCIO, HDMI
USB	USB 3
Network	1 GbE-RJ45
Video	AV (compressed or uncompressed)
Image sequence	TIFF, JPEG, RAW

ETHERNET CONTROL

Ethernet control	1GbE
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REMOTE CONTROL

Remote control	Via supplied software
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PC SOFTWARE

Standard control	Control ONE
Premium control	Control MULTI-142
Editor	Image Editor
Analysis	Analysis
Viewer	i-SPEED Viewer
Utilities	Utility Lens Calculator, i-SPEED Viewer
Software developer's kit	i-SPEED API
Synchronized data acquisition	Syncronized Data Acquisition

PURCHASING OPTIONS

CDU	Portable Control Unit
Service	Color / Mono
Memory	36 GB (800x720) / 96 GB (144x480)
Shutter time	1 ms setting (subject dependent resolution)
Internal SSD	500 GB / 1 TB
External SSD	200 GB / 1 TB
Lens mounts	F mount (Nikon F) / M mount (Nikon G) / C mount / EF mount
Power type	Power adapter / Battery
Warranty	1 year (lett 2/3) / 3 years
Internal batteries	Set of 2 batteries

FRAME RATES, RESOLUTION AND DURATION

Frame Rate	36GB	72GB	96GB	144GB	288GB
100	2098x1536	-	-	-	-
200	-	216x480	324x480	486x480	616x480
300	-	-	22x480	33x480	50x480
1,000	2098x1536	-	-	-	-
2,000	-	-	11x480	16x480	32x480
5,000	2098x1536	-	-	-	-
10,000	-	-	2.5x480	3.8x480	7.6x480
12,742	1920x1440	-	-	-	-
15,000	1512x1134	-	-	-	-
30,000	1094x798	-	-	-	-
50,000	1094x798	-	-	-	-
100,000	1094x798	-	-	-	-
200,000	1094x798	-	-	-	-
300,000	1094x798	-	-	-	-
500,000	1232x24	-	-	-	-
750,000	1120x12	-	-	-	-
1,000,000	1094x12	-	-	-	-

Note: Other resolutions and frame rates are available.



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