

Leading the digital revolution



...with a Team that will be there for you

The digital revolution is here and Sienna Imaging plans to keep you at the front of the movement. By combining the industry's most experienced engineering team and our international reputation in digital printing and portrait technology, Sienna Imaging provides a platform of support and expertise that will take you from shooting to proofing to client approval in minutes. So if innovative software, knowledgeable support, and superior image quality are what you're looking for in a digital camera, we think you should take a look at Sienna Imaging.



...with a camera that will define your future.

Luma™

- fashion/people
- catalog
- motion and stills
- 1-shot color

TreLuma™

- product stills
- tabletop sets
- 3-shot color or
1-shot black and white

Luma/TreLuma

- adapts to any 4x5



Sienna Imaging Digital Cameras

Lightweight, rugged and portable, Sienna Imaging digital cameras feature the high quality required for true graphic arts reproduction. Their compact format is the same size and weight as a film magazine, making it easy to handle.

Models/function

- **Luma:** One shot instant color capture
- **TreLuma:** 3-shot sequential color or instant black and white

CCD array

- Full-format 3.6cm x 2.4 cm CCD array with 2,048 x 3,072 pixel resolution
- File sizes: 36MB 48-bit, 18MB 24-bit color color and 6MB 8-bit black and white
- Pixel color depth: 14 bit per color channel (42 bit RGB) or 14-bit monochrome
- Dynamic range 12 f-stops

Camera body adapters

- Hasselblad
- Mamiya 67
- Mamiya 645
- Fuji GX 680
- 4x5 format cameras

Lighting

- Compatible with standard studio lighting including: electric strobe, tungsten, HMI or daylight

Computer requirements

- Host computer - Firewire™ capable Macintosh (desktop or portable)
- 1GB hard drive
- Firewire cable (10M/33 feet-extendible to 70M using commercially available Firewire repeaters)
- VRAM appropriate to support the monitor and resolution for 24-bit color
- RAM 192 MB, 256+ MB recommended

Exposure time

- Maximum: user selectable up to three minutes
- Minimum: unrestricted

Camera back features

- Live video option: Up to 5 fps with multiple auxiliary monitors (NTSC/PAL) or computer monitor display (768x512) - letter box or portrait
- Superior anti-blooming system to control specular highlights up to 7 f-stops over normal saturation
- ISO 50 programmable up to ISO 200
- Thermally controlled to maintain high image quality across all temperature ranges
- Capture rate: one image every 1.5 seconds
- 4-way rotatable, via unique quick-release mechanism, for complete portrait and landscape versatility

Software features

- Capture to host computer RAM
- File format: 8 or 16-bit TIFF color or monochrome,
- Histogram metering
- Visual tone range highlighting

Process curve editor:

- Pan, zoom
- Spot-metering
- Set highlight, 1/4 tone and mid-tone, 3/4 tone and shadow or highlight, mid-tone and shadow
- Set single or multiple neutral points
- Real-time visual feedback

Camera controls:

- Shutter and flash controls
- Define variable size crop box per image
- Change output resolution information for saved images
- Open saved native 14-bit files
- Import bitmap overlay onto preview for proper image alignment

Weight

- Approximately one pound



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