




Filmmaker Equipment Expectations



The following pages outline the types of equipment we expect our filmmakers to use (whether owned or rented) on our shoots, as determined by the production tier selected by the brand.

If you have any questions, please let us know!



	Pro Tier	Premium Tier
Camera type	Cinema	Pro-Cinema/Large-Format
Camera Examples	Sony FX3, Blackmagic Pocket Cinema Camera 6K Pro, Blackmagic Ursa Mini 12K, Red Komodo	Sony FX9, Red Gemini, Red V-Raptor, Arri Alexa Mini
Lens types	Pro Prime/Zoom Lenses	Cine Prime Lenses
Examples of lenses	Sigma 18-35 F1.8/Canon 16-35 F2.8, Canon 24-70mm F2.8, Canon 70-200 F2.8, Leica R lenses	Sigma Cine Classic Art, Sigma High Speed Prime, or equivalent

	Pro Tier	Premium Tier
Lights	Strong key light, backlight, and bounce for fill/negative fill	Strong key light, backlight, and bounce
Examples	Aputure 120d, Aputure 300d, + Proper Diffusion	Aputure 300d, Aputure 600d, Aputure P600C + Proper Diffusion Grids
Light stands	Heavy-duty light stands w/ sandbags	C Stands w/ sandbags
Tripod	Manfrotto 502 Pro Video Head with 546B Aluminum Tripod, Benro BV10 (Stable tripod legs and a smooth fluid head are the priority)	Sachtler Video 18 FT MS flowtech 100 Tripod System

	Pro Tier	Premium Tier
Audio	Direct into the camera if it has proper pre-amps/XLR Channels, H6N Pro (or similar 16-bit recorder) with a shotgun mic such as the Rode NTG 3B	Direct into the camera if it has proper pre-amps, Zoom F6, Sennheiser MKH 600 or similar 32-bit float recorder
Editing	Studio Headphones/External Speakers/Studio Monitors	Studio Headphones/External Speakers/Studio Monitors
Drone	<i>[Not required in all cases, but often useful]</i> DJI Phantom 4 Pro, DJI Mavic 2, DJI Mavic 3	DJI Inspire 2 or equivalent
Other	Gimbal Stabilizer (DJI) if applicable	Director's monitor for brand, dana dolly if applicable, Movi stabilizer

