



RED DIGITAL CINEMA ANNOUNCES RETURN OF TRADE-IN PROGRAM

FOOTHILL RANCH, Calif. (February 13, 2025)—RED DIGITAL CINEMA® announced the return of the company’s popular trade-in program now available for the latest generation of RED cameras, including the new Z Mount models. Customers can trade in their existing RED DSMC, RAVEN, SCARLET-W, DSMC2, or RANGER cameras and receive a credit towards the purchase of a new, eligible RED V-RAPTOR XL [X] Pack or RED V-RAPTOR Pack [X] Pack with either the new Z Mount or RF Mount.

“True to its legacy, RED is offering filmmakers access to the latest technologies with our affordable and sustainable trade-in program,” says RED Digital Cinema CEO Keiji Oishi. “This initiative not only empowers creators to stay at the forefront of innovation but also reinforces our commitment to financial accessibility and environmental stewardship.”

This program unlocks the advanced performance and unmatched quality of RED’s latest lineup, ensuring filmmakers can stay at the leading edge of technology.

Credits for eligible trade-ins are as follows:

- MONSTRO, RANGER to V-RAPTOR [X] or V-RAPTOR XL [X] Pack: \$7,500.00
- DSMC2 Unified (No MONSTRO) to V-RAPTOR [X] or V-RAPTOR XL [X] Pack: \$5,000.00
- DSMC, RAVEN, SCARLET-W to V-RAPTOR [X] or V-RAPTOR XL [X] Pack: \$1,000.00

ABOUT RED DIGITAL CINEMA

RED Digital Cinema, a Nikon Group company, is a leading manufacturer of professional digital cameras and accessories. In 2006, RED began a revolution with the 4K RED ONE digital cinema camera. By 2008, RED had released the DSMC (Digital Stills and Motion Camera) system that allowed the same camera to be used on award-winning features, television, commercials, music videos and magazine covers like “Vogue” and “Harper's Bazaar.” Today, RED cameras are being used on some of the most lauded movies and episodics, including award winners “Conclave,” “Hacks,” “Mank,” “Squid Game,” “Navalny,” “The Queen’s Gambit,” and “The Deepest Breath.” RED’s latest technology includes the highly advanced V-RAPTOR [X] and V-RAPTOR XL [X] systems, the flagship DSMC3 generation systems and the first available large format global shutter cinema cameras. The RED lineup also includes KOMODO-X and KOMODO, which features a global shutter sensor in a shockingly small and versatile form factor. Also available is RED Connect, a license-enabled feature that unlocks up to 8K 120FPS live cinematic streaming from the V-RAPTOR line of cameras. Find additional information at www.RED.com.

For more information on the trade-in program or any of the pack options, visit RED.com or [RED Premium Dealers](#). Filmmakers can also visit the RED Studios Hollywood [store location](#) or any one of the RED Premium Dealers across the globe to learn more about the program.

To learn more about the latest RED technologies, visit www.RED.com or follow RED on [Instagram](#) (@reddigitalcinema) or [X](#) (@RED_Cinema).

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