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# NiceDice

NEW BERLIN FILM EQUIPMENT



by Studio AFS

**“Sometimes, the seemingly simple things offer a terrific diversity of possibilities.”**

–Stefan Tiemann (RFT-Kabel GmbH) in the laudatory speech for the first place at the '12th Innovation Award Brandenburg'.



Known from:





# The Swiss Army Knife for Cameramen

## *A new system solves incompatibility issues*

### **NiceDice - The first multifunctional adapter for professional requirements**

NiceDice is a simple screw system, which allows digital cameras to get connected with other film equipment. The first all-round adapter system in the filming industry is small, compact and lightweight.

The NiceDice-system was awarded with the first place at the 'Business Plan Contest Berlin-Brandenburg' and the '12th Innovation Award Brandenburg'. It is also nominated for the prestigious German Design Award 2015.

### **Necessity**

Since the Digital Single-Lens Reflex (DSLR) cameras can film with cinema quality at a relatively low price, they have become a widespread phenomenon in the film industry. This revolution caused the market for film equipment to boom as well. Flashlights, microphones, monitors and the like must be connectible with the DSLR-cameras. Suddenly, an improvised

construction of a camera and the equipment has to be put together, and the camera is barely recognizable anymore. As with other digital products, the equipment is unpleasantly incompatible among different brands.

The NiceDice-system functions as an all-round adapter as well as an individual

construction system.

The system is modular and is designed to make it easily expandable. All regular adapters are available in the system and incompatibility issues among different brands are being solved. The team of cameramen can react on every situation on set and can buy additional adapters as soon as new standards hit the market.

With a couple of NiceDice and the conventional film rods, one can build, adapt and expand nearly every construction from tripods to shoulder rigs. The users have a great deal of freedom to arrange the construction in the way their creative mind tells them to. To top it off, the NiceDice fits easily in a small backpack.



## Innovative Geometry

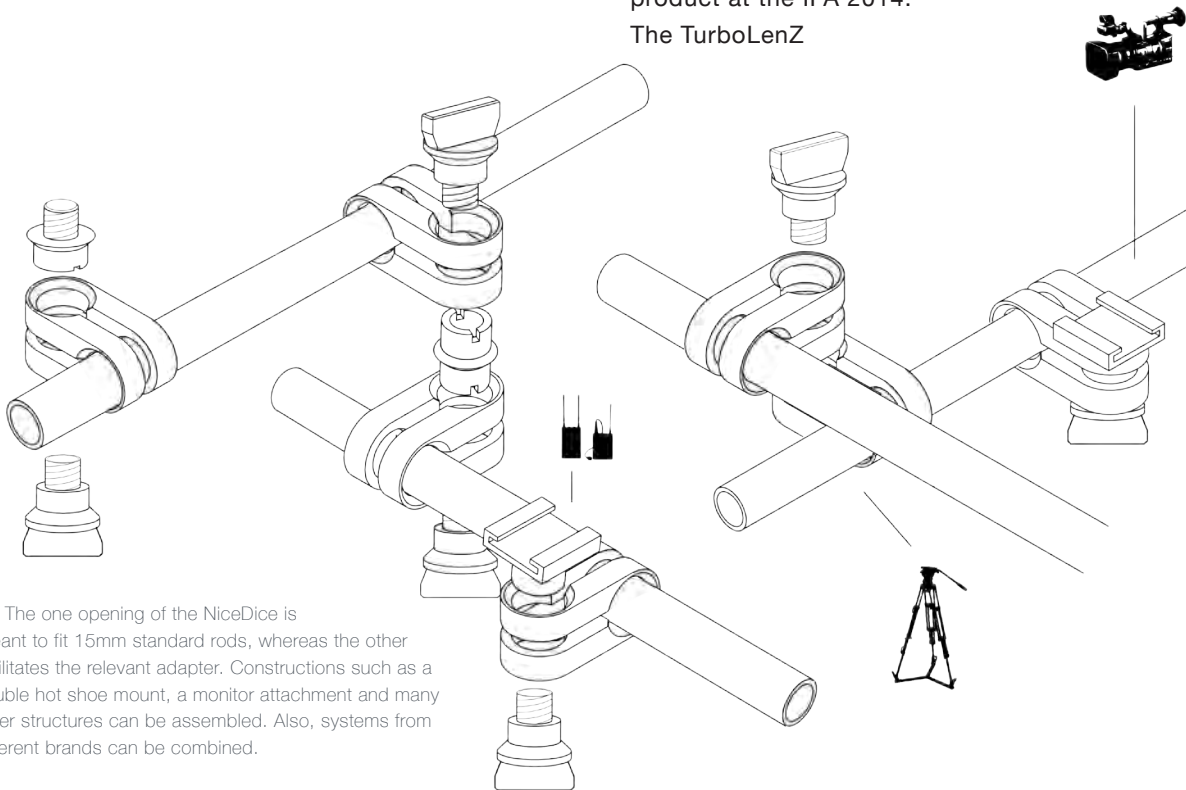
The innovative method of construction - for which a patent is pending - generates clamping forces horizontally as well as jamming forces vertically. This creates an absolutely solid grip, which fixates the expensive film equipment without using any additional tools.

The NiceDice fits exactly on the head of the NiceDice-Screw so that it can be used as a lever while fixating the NiceDice-Screw.

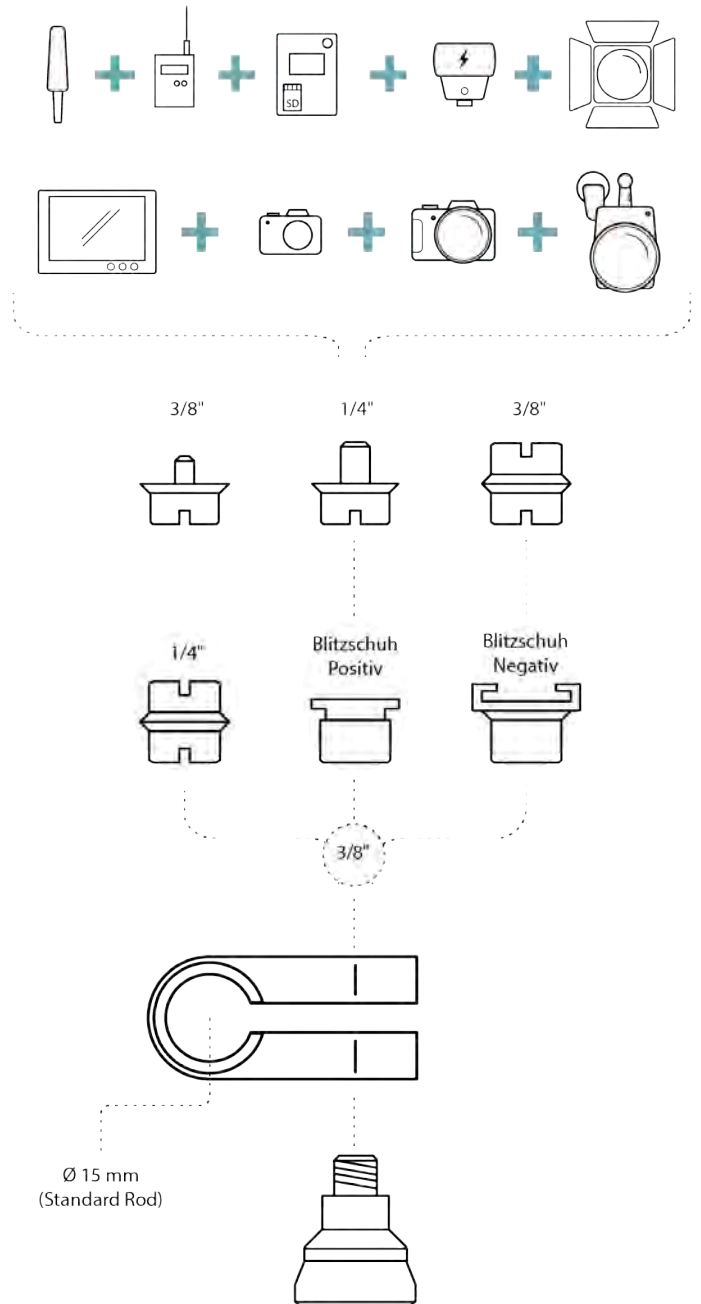
## About Studio AFS

The Berlin-based Start-up Studio AFS consists of Nils Fischer (Product Designer), Andreas Albrecht (Film Producer) and Ken Schröder (Business Economist). The NiceDice-system was developed in cooperation with the film equipment rental 25p \*cine support. Studio AFS develops innovative solutions for existing problems that cameramen face on a daily basis.

Studio AFS will also introduce its second product at the IFA 2014:  
The TurboLenZ



The one opening of the NiceDice is meant to fit 15mm standard rods, whereas the other facilitates the relevant adapter. Constructions such as a double hot shoe mount, a monitor attachment and many other structures can be assembled. Also, systems from different brands can be combined.





Example



Example



Example

