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**FOR IMMEDIATE RELEASE**

**ARRI's live entertainment technology captures NFL and DFL showcases at SportsInnovation**

- **ARRI's camera and stabilizer portfolio provides the sports tech industry with top tools, trusted expertise, and efficient workflows**
- **Exclusive event relies on a 12-camera ARRI Multicam System setup featuring ARRI Signature Zooms, TRINITY Live, and 360 EVO**
- **ARRI camera systems capture images of the highest quality and allow for easy integration with third-party technology**

**March 20, 2024; Duesseldorf, Germany** – From March 20-21, 2024, the biggest and brightest names in international sports and media technology will gather for SportsInnovation at the Merkur Spiel-Arena in Duesseldorf. At this one-of-a-kind, invitation-only event, ARRI is set to present its impressive technology portfolio of camera and stabilizer equipment that elevates live entertainment and sports broadcast environments to new heights.

ARRI is new to the roster of selected exhibitors at SportsInnovation this year and presents a bespoke lineup of tools and workflows that are helping to shape the future of spectator sports. During the event's Innovation Games, ARRI showcases its Multicam and Camera Stabilizer Systems through live game demonstrations in partnership with the Deutsche Fussball Liga (DFL) and the National Football League (NFL). These real-life applications, featuring live soccer and American football matches, endorse the benefits of using ARRI technology for live sports entertainment and present various broadcast solutions that professionals can use today.

The ARRI equipment on the field includes a 12-camera ARRI Multicam System setup with ARRI Signature Zoom lenses and the camera stabilizer systems TRINITY Live and 360 EVO. Not only does the ARRI Multicam System capture high-precision images of the highest quality but it also allows for easy integration with third-party technology and industry-standard workflows. Capturing the hard-to-reach shots has never been smoother with ARRI's camera stabilizers TRINITY



Live and 360 EVO. At the games, ARRI's successful collaboration with other industry players is also on display: the rail camera system from Blackcam, the Panther dolly, and the SpiderCam fitted with ARRI's new 360 EVO camera stabilizer.

As a leading designer and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment industries, ARRI specializes in enhancing the creative process by making it intuitive and synergetic, regardless of application. ARRI's state-of-the-art equipment, customized solutions, and trusted expertise provide the world of sports entertainment with unparalleled images, simple integration with third-party technology, and industry-standard workflows.

Learn more on ARRI's live entertainment offerings: [www.arri.com](http://www.arri.com).

**About ARRI:**

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,600 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, Rental, and Solutions, as well as the subsidiary Claypaky, all dedicated to connecting creativity and future technologies for moving images and live entertainment. ARRI is a leading designer and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental's first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world. ARRI Solutions offers high-quality virtual and traditional production infrastructure solutions and efficient, integrated workflows to a broad range of studio operators, producers, and enterprises. Claypaky fascinates audiences worldwide with cutting-edge live entertainment and stage lighting.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 19 scientific and technical awards from the Academy of Motion Picture Arts & Sciences and six Engineering Emmys from the Television Academy and the National Academy of Television Arts & Sciences.

For locations and more information, please visit [www.arri.com](http://www.arri.com).