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FOR IMMEDIATE RELEASE

The full range of ARRI Signature Prime lenses are now available and shipping

- **ARRI Signature Primes are known for capturing warm, smooth skin tones, with exceptionally soft bokeh and delicate flares**
- **Ranging from 12 mm to 280 mm, the lens series features 16 focal lengths; the widest assortment of large-format lenses available**
- **Signature Primes were used on high-profile productions, including “1917,” “Gunpowder Milkshake,” and “Outlander (Season 5)”**

January 8, 2020; Munich – ARRI is pleased to announce that the entire range of Signature Prime lenses is now available and shipping.

Known for capturing warm, smooth skin tones, with exceptionally soft bokeh and delicate flares, the ARRI Signature Prime lenses are the first full range of large-format lenses designed specifically for digital cinematography. They are the broadest range of large-format lenses available, with 16 focal lengths ranging from 12 mm to 280 mm. The Signature Primes cover all image circles, up to 46 mm, making them compatible with any ARRI or third-party camera with an LPL mount.

In a recent interview with ARRI, award-winning cinematographer Roger Deakins CBE, ASC, BSC explained, “the image that the ALEXA LF and the Signature Primes produces, seems to me, more like what my eyes see than anything else I have experienced so far.”

Since their launch, the ARRI Signature Prime lenses have been used on the set of high-profile feature films and television series including “1917” with Roger Deakins CBE, ASC, BSC, “Emily in Paris” with Steven Fierberg ASC, “Just 1 Day” with Chris Doyle HKSC, “Outlander (Season 5)” with Stijn Van der Veken ASC, SBC, and “The Invisible Man” with Stefan Duscio ACS. Cinematographer Adam Kimmel ASC has also used the Signature Primes on commercials for Audi,



MG, Mercedes-Benz, and Jeep. Designed to work flawlessly in the most extreme on-set conditions, the Signature Primes feature a fast T-stop of T1.8 and rapid focus roll-off, creating an increased sense of depth and separation.

“ARRI Signature Primes are rich with a new type of character that plays to the strengths of immersive display technologies. They are modern lenses with a timeless, natural look that will be relevant for the next twenty years,” said Thorsten Meywald, ARRI Product Manager for Optical Systems.

The look of the ARRI Signature Prime lenses can also be customized thanks to their detachable Magnetic Rear Filter Holder. The Magnetic Rear Filter Holder allows cinematographers to create personalized looks without permanently tuning, and thus damaging, the lenses. From glass elements that can mimic vintage lenses to fishing line, which can enhance bokeh and flaring, the Signature Prime’s Magnetic Rear Filter Holder allows for endless configurations.

Director of photography Michael Seresin ONZM, BSC used a custom-made glass element with the Magnetic Rear Filter Holder to create a personalized look for the entirety of his upcoming film “Gunpowder Milkshake.”

“ARRI’s Signature Primes are an example of perfection in lens design. They are immaculate. The ability to add rear elements to give a distinctive look is an added bonus,” said Michael Seresin.

For more information on the ARRI Signature Prime lenses, please visit <https://www.arri.com/en/camera-systems/cine-lenses/arri-signature-prime-lenses> or watch this video <https://www.youtube.com/watch?v=rcX5T0cHB7U&t=41s>

About ARRI:

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,400 staff worldwide. The company was founded in 1917 in Munich, Germany, where the headquarters is still located today. Other subsidiaries exist in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the four business units Camera Systems, Lighting, Media, and Rental. ARRI is a leading designer and manufacturer of camera and lighting systems for the film and broadcast industry, with a worldwide distribution and service network. It is also an integrated media service provider in the fields of film post- and coproduction, international sales, as well as equipment rental, supplying camera, lighting, and grip packages to professional productions.

The Academy of Motion Picture Arts and Sciences has recognized ARRI’s engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information, please visit www.arri.com.