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**FOR IMMEDIATE RELEASE**

## **ARRI strengthens lighting division with Ivo Ivanovski as General Manager**

- **Ivo Ivanovski to head up ARRI Lighting together with General Manager Markus Lampier**
- **He will be responsible for the business unit's areas of product management, application engineering, service, sales, and marketing**

**May 28, 2020; Munich** – ARRI is pleased to welcome Ivo Ivanovski as General Manager Business Unit Lighting, effective August 1, 2020. Together with General Manager Markus Lampier, Ivo Ivanovski will manage ARRI's Lighting Business Unit out of the facility in Stephanskirchen, Germany. In this position, Ivo Ivanovski will be responsible for demand creation including the areas of product management, application engineering, service, sales, and marketing. He will support long-term ARRI colleague Markus Lampier who will continue to focus on operations at ARRI Lighting. Mr. Ivanovski will report directly to Markus Zeiler, Executive Board Member of ARRI.

Ivo Ivanovski brings valuable perspective and experience in LED lighting to ARRI. Born in Skopje, Macedonia, he studied electrical engineering at the University for Applied Sciences in Aachen, Germany. After earning his Bachelor of Science degree, Ivo Ivanovski began his career at Targetti Lighting in Italy where he pioneered the use of LED technology in the field of general lighting. Soon after completing his MBA studies in Duesseldorf, Germany, Ivanovski continued his professional career at OSRAM Opto Semiconductors. Here he has held several management positions in marketing and sales, including Global Marketing Director Automotive Sensing and Sales Director General Lighting EMEA Region. As General Manager Business Unit Lighting at ARRI, Ivo Ivanovski will be working on innovative LED solutions as well as the advancement of various lighting applications.

Markus Zeiler, Executive Board member at ARRI, comments, "We are thrilled to be able to welcome Ivo Ivanovski to our team. I was privileged to be able to work



with him as a business partner during ARRI's successful LED SkyPanel platform ramp-up; Ivo's drive, talent, and leadership will certainly fit right in at ARRI Lighting."

Ivo Ivanovski adds: "From the moment I was introduced to ARRI I admired the uniqueness of the products and the level of innovation. I am very enthusiastic and truly honored to be part of #teamARRI."

ARRI Lighting's products and studio solutions are appreciated worldwide and are known for being innovative, reliable, and user-friendly in the fields of film, TV, photography, theater, and live events.

**About ARRI:**

"Inspiring images. Since 1917." ARRI is a global company within the motion picture media industry, employing around 1,400 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, Media, and Rental, all dedicated to connecting art and future technologies for moving images. 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, and 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](http://www.arri.com).