



Contact:

Karolin Sallge
Head of Marketing Lighting
+49 30 6782 3327
ksallge@arri.de

Reegan Koester
Corporate Communications Manager
+49 89 3809 1768
rkoester@arri.de

FOR IMMEDIATE RELEASE

ARRI Lighting strengthens product management with Markus Klüsener and Dan Reed

- **Markus Klüsener is on board to inspire the next generation of ARRI LED fixtures**
- **Dan Reed's efforts target and incorporate emerging technology trends into ARRI's lighting portfolio**
- **New recruits focus on technical development and customer needs**

Stephanskirchen/Burbank, February 12, 2021 – ARRI Lighting is pleased to welcome two new team members. Effective immediately, Markus Klüsener as Senior Product Manager Lighting and Dan Reed as Product Manager Lighting Products, Network, and Software Control strengthen ARRI's business unit specializing in lighting systems. Together with Florian Bloch, Head of Product Management, Markus Klüsener and Dan Reed will work closely with the team in Germany to further develop light sources and technology, coordinate beta testing, conduct market research, and integrate customer needs into products and solutions.

Markus Klüsener looks back on many years of expertise with LED luminaires. After his first steps into the business as a lighting technician, he graduated as a certified event technician and certified master in event technology with a focus on lighting. Gaining more application knowledge as a freelance lighting technician, programmer, and lighting director on various national and international projects, Markus Klüsener also worked as technical trainer for Martin Professional in Germany. He started his career as a product application specialist at Martin in 2009. Transferring to the Martin by Harman headquarters in Denmark and taking on the role as responsible product manager for the stage lighting portfolio since



2014, Markus Klüsener managed the company's most important and innovative LED products with his passion and skill.

Dan Reed brings over twenty years of design experience and perspective to ARRI Lighting. After earning his Bachelor of Arts degree from the California State Polytechnic University in Pomona (Cal Poly), he began his career with Vari*Lite Production Services in Los Angeles before joining Full Flood Inc. as an associate lighting designer for multi-camera live broadcasts, award shows, and special events. Dan Reed has worked extensively in the international market as a lighting director and programmer for the themed entertainment industry, having most recently overseen the installation of a new park-wide lighting control system for Global Village Carnival in Dubai. His most recent broadcast designs include "First Responders Live" for Fox and the studio grid system for Fullscreen Studios in Playa Vista, CA.

As Senior Product Manager Lighting, based in Denmark and the Lighting office in Stephanskirchen, Germany, Markus Klüsener will be defining the next generation of ARRI LED fixtures—including hardware, software, and accessories.

As Product Manager Lighting Products, Network, and Software Control, Dan Reed will further incorporate emerging technology trends, such as virtual reality and virtual cinematography, into ARRI's portfolio. He is located at ARRI Inc, in Burbank, CA.

Markus Klüsener and Dan Reed will serve an integral role in the planning, development, introduction, and life cycle management of new ARRI Lighting products. Their efforts will focus not only on the technical aspects and features but also on actively supporting customers with creativity and more efficient workflows.

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, 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 equipment rental, which supplies 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.