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## **ARRI boosts business operations in Japan by partnering up with new resellers**

- **ARRI Japan vigorously expands its list of accredited partners, with three new resellers and more to come.**
- **Clients in Japan's film and broadcast industry now have more options and easier access to ARRI lighting and camera systems within and outside of Tokyo**
- **The subsidiary is also preparing to establish its own office in the country, further fortifying ARRI's positioning as the global leader in camera and lighting design.**

**February 26, 2021; Japan** – Since the beginning of its ventures in Japan over 50 years ago, ARRI has always collaborated with a limited number of local partners. However, this year, in a strategic move to grow its presence in the country's media sector, ARRI Japan has decided to vigorously expand its list of accredited partners within and outside of Tokyo.

Bolstering its commitment to serve Japanese clients better, ARRI Japan has teamed up with three new resellers to bring users quality service and utmost convenience. **System5 Co.**, located in Chiyoda-Ku, Tokyo, will be the second reseller in the Tokyo prefecture to offer both ARRI lighting and camera products. Another Tokyo company, **M-tec Japan Co.**, in Nishitokyo City, will carry the complete range of ARRI camera systems.

Covering more ground than ever before, ARRI Japan has also joined forces with **SAGA EIGA Co.**, its first reseller in the Kyoto prefecture, to bring its lighting innovations directly to industry players in the area. ARRI Japan will be working closely with SAGA EIGA, as well as future partners in the region, to provide easy



accessibility to filmmakers and broadcasters in Kansai and its neighboring districts.

ARRI Japan will also retain its long-standing partnerships with **NAC Image Technology Inc.**, and **KOTO Electric Co.** NAC will continue to offer the full range of ARRI equipment. At the same time, KOTO will remain a key partner to develop local business for ARRI lighting.

In order to make its latest innovations readily available in more areas across Japan, ARRI is not only striving to find more reputable partners to collaborate with but is also preparing to establish its own office in the country. This will further fortify ARRI's position as a global leader in camera and lighting design. Going full speed with its plans for the year, nothing but exciting developments and milestones await the ARRI subsidiary in Japan.

For more information on resellers in Japan, including their company address and contact details, visit [www.arri.com/contact](http://www.arri.com/contact). For any purchase and product inquiries, email [info@arri.jp](mailto:info@arri.jp).

#### **About ARRI**

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,200 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 creativity and future technologies for moving images. ARRI is a leading designer and manufacturer of camera and lighting systems as well as system solutions for the film, broadcast, and media 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.

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).