



Contact:

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

Katie Colledge
Marketing Manager ARRI Solutions
+44 1895 45 70 00
KColledge@arri-ct.com

FOR IMMEDIATE RELEASE

ARRI expands virtual production and workflow solutions for studio owners, operators, and content producers

- **Growing global demand for high-quality virtual production, integrated systems, and efficient workflows will be addressed with the dedicated business unit ARRI Solutions**
- **Kevin Schwutke and David Bermbach spearhead the business unit to deliver first-rate solutions to customers around the world**
- **Quality is guaranteed through ARRI Solutions' unique proposition comprising specialist engineers, ARRI's award-winning products and color science heritage, underpinned by worldwide industry partnerships**

March 29, 2023; Munich – The growing demand for high-quality virtual production, integration of systems, and development of efficient state-of-the-art workflows has left many creatives and corporations searching for a reliable, global partner. To address this need, film technology company ARRI is elevating ARRI Solutions to become its own business unit and has established two new senior management positions.

The business unit is led by Kevin Schwutke, who focuses on the strategic and commercial direction, and David Bermbach, who is responsible for the technological backbone. Under their leadership, ARRI Solutions will become the partner of choice for a wide range of studio owners, operators, producers, content creators, and corporate clients.

ARRI Solutions designs, engineers, builds, and operates pioneering virtual production environments of all sizes, along with delivering integrated systems



and cutting-edge workflows for corporations, broadcasters, and studios. With experience of leading major studio projects from consultancy through to configuration and turnkey installation, ARRI Solutions offers customers a full end-to-end service with the promise of ARRI brand quality.

Dr. Matthias Erb, Chairman of the Executive Board at ARRI, comments, "We are seeing great demand from our customers for our expertise in developing and delivering advanced, highly integrated solutions that ensure production value at the highest level. The appointment of Kevin Schwutke and David Bermbach to lead ARRI Solutions will position this business unit alongside Camera Systems, Lighting, and Rental as a fundamental pillar of ARRI's long-term strategy."

Kevin Schwutke, Senior Vice President & Head of Business Unit Solutions at ARRI, who recently joined the company, continues, "ARRI already has a showcase of pioneering virtual production and broadcast studio projects all over the world. Establishing ARRI Solutions as a business unit means we can expand our capabilities together with our partner network, ensuring we can not only meet, but exceed our customers' expectations for efficient, effective, and state-of-the-art studio and production environments."

David Bermbach, Vice President & Technical Head of Business Unit Solutions at ARRI, adds: "ARRI's heritage for quality and delivering the most authentic images is unparalleled in the industry. This deep understanding and expertise provide the foundation for our development of cutting-edge software, tools, and workflows, specifically designed for virtual production and ultra-modern studios."

Kevin Schwutke studied Mechanical Engineering & Computer Science and brings extensive consultancy experience to ARRI, with a specialization in the management of fast-growing companies. After positions at Bosch and as an Associate Partner at Porsche Consulting, he most recently served at Munich-based ClimatePartner as Chief Strategy Officer and Head of Customer Management.

David Bermbach joined ARRI in 2006 and has held a number of senior technical positions, including Head of Center of Competence Project Management R&D Camera Systems and most recently Head of Global Technology for ARRI Rental. He has been fundamental in integrating ARRI's cameras and lighting into virtual production environments which are already in use for film, episodic and commercial shoots.

Learn more on ARRI Solutions at www.arri.com/solutions.



Kevin Schwutke and David Bermbach are available for interviews. Meet them from April 15 to 19, 2023, at NAB in Las Vegas, or at the ARRI headquarters in Munich.

About ARRI:

"Inspiring images. Since 1917." ARRI is a global player within the motion picture 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, 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 and Sciences and five Engineering Emmys from the Television Academy.

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