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FOR IMMEDIATE RELEASE

ARRI presents new accessories for ALEXA Mini

- **Vertical Format Adapter Set meets the latest filming trends**
- **Advanced Power Unit Smart APU maintains electricity during battery changes**

September 14, 2018; IBC (Amsterdam) – A new range of accessories is being launched by ARRI which includes brackets to help camera operators keep up with the latest filming trends, and a power unit that maintains electrical capabilities during battery changes.

Vertical Format Adapter Set

ARRI's new Vertical Format Adapter set enables ALEXA Mini operators to work towards the recent trend of mobile phone and tablet content captured as "portrait" footage, with the camera sensor orientated vertically. The adapter has been developed to meet the needs of fashion shoots, social media, and other mobile platforms.

The set of four lightweight brackets allows the ALEXA Mini and its viewfinder to be rotated 90° on its lens axis, effectively providing stability for filming on its side. Most of the current camera support accessories for ALEXA Mini can be used in vertical content capture.

Accessories such as the Compact Bridge Plates CBP-1 (19mm studio) and CBP-2 (15mm studio), the Broadcast Plate for ALEXA Mini or the Mini Adapter Plates MAP-1 and MAP-2 will mount with the same functionality as when used for regular footage. The ALEXA Mini rigged with the Vertical Format Adapter set



can also be used with ARRI Camera Stabilizer Systems, such as the TRINITY and the Stabilized Remote Head SRH-3. In line with ARRI's usual attention to detail, the set comes with foam packaging which can be transferred directly to a travel case.

Advanced Power Unit Smart APU

The Advanced Power Unit Smart APU, facilitates fast-paced filming by keeping camera and accessories powered during battery changes. The advanced hot swap camera power supply is a compact unit available as V-mount and Gold-mount. It features an on-board battery buffer as well as six independent outputs. The battery technology is lithium-free and has no travel restrictions.

You can find full details of all the accessories available for ARRI cameras at www.arri.com.

About ARRI:

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,500 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 five business units: Camera Systems, Lighting, Media, Rental, and Medical. 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. ARRI Medical focuses on the use of core imaging technologies for surgical applications.

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.