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## **ARRI China collaborates with IMAX China on Wanda Film's Night**

- **ARRI China and IMAX China support the showcase of ALEXA IMAX® cameras at Wanda Film's Night**
- **IMAX China and Wanda to collaborate on using the ALEXA IMAX cameras, manufactured by ARRI, and exclusively supported by ARRI China, in one or more future studio budgeted films**
- **ARRI China and IMAX China aim to work together to provide superior tools for Chinese high-end theatrical movies and enhance the audience experience**

**June 21, 2018; Shanghai** – During the 21<sup>st</sup> Shanghai International Film Festival, Wanda is holding its annual Wanda Film's Night to announce their plans and determination to revolutionize the Chinese film industry. As an important part of the event, the Oriental Movie Metropolis, the major Chinese film and TV studio funded by Wanda Group, announced that it plans to work with IMAX China to use ALEXA IMAX® cameras, manufactured by ARRI, and exclusively supported by ARRI China, in one or more future studio budgeted films.

In today's digital era, satisfying the audience's demand for a more fulfilling film experience is becoming one of the most essential parts to be considered by filmmakers and production companies. To make this move, Wanda's Oriental Movie Metropolis, the film studio featuring some of the world's largest and most technologically-advanced facilities, will collaborate with IMAX China and the ALEXA IMAX camera, a version of ARRI Rental's ALEXA 65 camera customized for IMAX filmmaking.

At this event, ARRI China supported IMAX China by exhibiting two sets of the ALEXA IMAX camera to demonstrate its capabilities. This camera system offers incredible sensitivity, high dynamic range, natural colorimetry, and a far greater spatial resolution. The images captured by the ALEXA IMAX camera look stunningly life-like on the largest IMAX cinema screens, with pristine clarity and incredibly fine detail.



Since ARRI Rental, one of ARRI's business units, and IMAX Corporation formed their partnership in 2015, a variety of high profile, visually ambitious productions have utilized the ALEXA IMAX camera. For example, recent productions like "Avengers: Infinity War", "Transformers: The Last Knight", "Captain America: Civil War" and "Sully" have used this camera system. In China, ARRI China will exclusively support the rental of ALEXA IMAX cameras, as well as provide technical, testing, and repair services. In the future, ARRI China and IMAX China will aim to work together, to provide superior tools for Chinese high-end theatrical motion pictures and enhance the audience experience.

**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.

**About ARRI China:**

To provide better support to the Chinese film industry, ARRI China was founded in 2011 selling and servicing the full range of ARRI cinematic equipment. ARRI China operates the business including sales, technical services, rental of ALEXA 65 camera system, ARRI Academy, productions, and co-productions.

For locations and more information please visit [www.arri.com](http://www.arri.com).