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FOR IMMEDIATE RELEASE

ARRI Makes ARRIRAW Available for AMIRA

- **Option to record ARRIRAW 2.8K up to 48 fps**
- **Requested by AMIRA owner/operators**
- **Available through payable license after installation of new SUP 5.3**

June 11, 2018; Munich, Germany – ARRI is enabling owners and operators of AMIRA cameras to record in ARRIRAW. The change will involve the installation of the new Software Update Package SUP 5.3, and the purchase of a license. It will give cinematographers the option to record ARRIRAW 2.8K up to 48fps, which increases the versatility of their AMIRA even further, and gives them more options to offer clients.

“It’s a response to an increasing demand,” says Markus Duerr, the ARRI AMIRA Product Manager. “With the growing popularity of ARRIRAW, more and more AMIRA users have been asking us to make it available to them.”

ARRIRAW data produced from an ARRI AMIRA can be considered a digital version of a camera negative. It is the only format that retains the camera's natural color response and great exposure latitude as uncompressed and unencrypted sensor data. The originally recorded raw data remains pristine, providing flexibility in postproduction and raw data archiving.

The ARRI AMIRA is a versatile camera system that combines exceptional image quality and affordable CFast 2.0 workflows with an ergonomic design optimized for single-operator use and extended shoulder-mounted operation. Ready to pick up and shoot straight out of the camera bag, AMIRA is tough enough to take anywhere and features in-camera grading with preloaded 3D LUTs, as well as



200 fps slow motion. It is suitable for a great variety of production types, from reportage and corporate films, to TV drama and low-budget movies.

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.