



Contact:

Thomas Feuchtmann

Head of Marketing BU Camera Systems
+49 89 3809 1712
tfeuchtmann@arri.de

Reegan Koester

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

NOT FOR RELEASE UNTIL APRIL 9, 2018 (6AM PDT)

New ARRI Edition Memory Card released

- **Custom-made for AMIRA and ALEXA Mini**
- **Locked to ARRI specification**
- **Stores up to 30min 24fps 3.4K OG ARRIRAW**
- **Ready to use with SUP 5.2 and later**

April 9, 2018; NAB, Las Vegas – SanDisk introduces custom ARRI Edition 512 GB Extreme PRO CFast 2.0 Memory Card for AMIRA and ALEXA Mini.

In recognition of the industry-leading performance of SanDisk's CFast 2.0 products, ARRI has designated the SanDisk Extreme PRO CFast 2.0 memory cards the card of choice for ALEXA Mini and AMIRA cameras. SanDisk now introduced a new 512GB Extreme PRO CFast 2.0 card, which is available as an ARRI-exclusive edition.

The ARRI edition 512 GB Extreme PRO CFast 2.0 memory card by SanDisk has been customized, specifically for our AMIRA and ALEXA Mini cameras. This ensures that customers can buy cards with ARRI-certified compatibility over extended periods of time, while the retail version of this card might go through some changes, that could impact the performance in our cameras. SanDisk also creates a retail version of this card, but ARRI cameras will only support the ARRI edition cards for recording.

Like the latest 128 and 256 GB SanDisk Extreme PRO CFast 2.0 memory cards, the 512 GB ARRI edition satisfies requirements exceeding the regular CFast 2.0 specification. And like all CFast 2.0 cards that can be ordered from ARRI, the 512 GB cards passed an extra inspection at our factory.



Speed, Capacity, Performance

The SanDisk Extreme PRO CFast 2.0 card combines the speed, capacity, and performance needed to record cinema-quality 4K footage.

The card's new capacity again doubles the uninterrupted recording time on CFast 2.0 media, allowing approximately 50min 2.8K ARRIRAW, 30min 3.4K OG ARRIRAW, or over 2hrs of 2K ProRes 4444 XQ at 24 fps. This makes these cards very interesting for a wide range of applications, from underwater to aerial cinematography, live-performance coverage, high speed and high-resolution capture, as well as extended uncompromised, uncompressed mxf/ARRIRAW recording on the ALEXA Mini.

The ARRI Edition 512GB SanDisk Extreme PRO CFast 2.0 memory card (K2.0016648) is available from ARRI, and sales channels providing ARRI products and will start shipping after NAB.

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.