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FOR IMMEDIATE RELEASE

ARRI celebrates opening of ARRI CT France

- **Film technology company ARRI expands in Paris**
- **Enhanced activities for French film industry**
- **New location as a meeting place for creatives**

December 1, 2017, Munich/Paris – With a large reception, the German film technology company ARRI celebrated the founding of its subsidiary ARRI CT France (CT stands for Cine Technik) on November 30, 2017. Around 300 guests, mainly from the French film industry – including producers, directors, cinematographers, distribution partners as well as postproduction and rental professionals – came to the newly opened ARRI premises at 54 Rue René Boulanger in Paris.

“The French film industry is one of the strongest and most prestigious in the world. The expansion of our capabilities in this important film market is therefore a logical step for ARRI,” explains Dr. Joerg Pohlman, Executive Board Member of the ARRI Group. “The increasing demand for our products and services in France requires a location that offers hands-on experience and presentations to our customers,” adds Stephan Schenk, Managing Director of ARRI Cine Technik and responsible for the business unit Camera Systems.

In Paris Natasza Chroscicki, Managing Director of ARRI CT France along with Stephan Schenk and Markus Zeiler, is responsible for the activities in France for Camera Systems. For many years, Natasza Chroscicki managed the company Imageworks, ARRI’s previous representative in France, together with Natacha Vlatkovic, who is now Business Development Manager for Camera Systems at the new office. “In this new constellation, the local competence that ARRI



customers in France appreciate and are accustomed to remains intact. With our new office in Paris, we are looking forward to an even more intense cooperation,” emphasizes Natasza Chroscicki.

In the course of founding ARRI CT France, ARRI has also expanded its portfolio in France with additional services. As Senior Director Business Development, Christian Léonard is driving the activities of the Lighting business unit in the broadcast and theater sector in the EMEA region with a focus on France.

“The expansion into France not only strengthens the ARRI brand, but also fosters synergies between the various business units of our company. We are getting closer to our customers and providing system support on broadcast solutions as well as product trainings,” confirms Markus Zeiler, General Manager of ARRI Lighting.

These synergies are reflected in the new ARRI office, located in the heart of Paris. A showroom displays the various products of the Camera Systems and Lighting business units and a small studio area with cyclorama will allow full testing. Eventhough the new office is not a rental facility, the ALEXA 65 camera system, which is offered exclusively by ARRI Rental, will also be featured at ARRI CT France. High-dynamic range (HDR) demonstrations and workshops, using the latest generation of UHD TV sets, will also be offered. In addition, the new space will serve as a meeting place for the French film and media industry to gather and collaborate. After all, ARRI has always attached great importance on fostering close relations with creative minds. Continuing to provide these professionals with the precise technology they need in order to implement their ideas remains of utmost importance to ARRI.

About ARRI:

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,500 staff worldwide. In 2017 ARRI is celebrating its centenary, having been 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 and 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.