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FOR IMMEDIATE RELEASE

ARRI Italia increases presence with relocation in Milan

- **Italian subsidiary growth necessitates larger, better equipped space**
- **Convenient location complete with TV studio near city center**
- **ARRI to host a house-warming party to commemorate the move**

November 10, 2017, Milan, Italy – In order to facilitate its business in Italy, ARRI, the Munich-based film technology company, is announcing the office relocation of ARRI Italia S.r.l. The move, prompted by the growing activity in the European market, took place already last April. This increased presence not only strengthens the ARRI brand across Europe but also encourages synergies and cross sales between the company's various Business Units. As an important subsidiary, ARRI Italia is dedicated to promoting the company's Camera Systems and Lighting Business Units in Southern Europe. Dr. Joerg Pohlman, Executive Board Member of the ARRI Group comments: "ARRI has had offices in Italy since 1985 and with this office relocation and expansion, we are pleased to demonstrate our commitment to this important market."

Davide Bernarello, Business Development Manager at ARRI Italia, mentions, "ARRI Italia, with our new offices and supporting sales staff, aims to offer our customers and end users a physical space equipped with a showroom, a HDR room, and meeting rooms. He continues, "We will be organizing events as well as various types of lighting and camera courses for technical and professional figures throughout the year and our new offices will be instrumental in helping us spread knowledge about our products. We are confident that the new office will become an indispensable tool for our brand."



The new ARRI Italia office is conveniently located directly across from the Rho Fiera train and subway station and is therefore highly accessible to locals as well as visitors to Milan. In the expanded office, ARRI Italia has ample space to present the company's award-winning camera systems and lighting equipment in a state-of-the-art showroom. The new location also incorporates a TV studio complete with AMIRA Multicam setup and SkyPanels as well as a HDR room. These designated areas allow the seasoned team of experts to host trainings, ARRI Academy classes, as well as various film and broadcast industry workshops. The new offices will also feature a small shop where ARRI merchandise can be purchased.

To celebrate this relocation and ARRI's growing presence in the region, ARRI Italia is hosting a house-warming party on November 10, 2017 at the new premises. ARRI has invited many trusted customers, dealers, and freelancers as well as cinematographers, operators, and gaffers to the event. The ARRI Executive Board as well as various managing directors from several other ARRI locations will also be toasting to the newest ARRI office on Friday in Milan.

The new ARRI Italia office address is:

ARRI Italia S.r.l.
Via Achille Grandi, 50
20017 Rho (Milan)
Italy

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.