



Contact:

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

For immediate release

ARRI expands ECS range with Master Grips Basic Set

- **Economical solution for two-handed camera stabilization**
- **Ergonomic design for more comfort during long shoots**
- **High-end technology in one hand, solid support in the other**

September 14, 2017; Amsterdam, the Netherlands – ARRI is expanding its existing range of Electronic Control System (ECS) accessories with the new Master Grips Basic Set. This new pair of handgrips includes, for the first time, a mechanical standard grip in addition to an intelligent and responsive Master Grip. Now, users can benefit from the proven ergonomic design of the ARRI Master Grips for both hands without having to purchase two electronic grips.

The high-quality material and ergonomic design of the Master Grips are main features of the new Standard Grips. The proven shape of the handgrips allows for prolonged handling and greater stabilization during long shoots without discomfort or strain. Constructed around a lightweight magnesium cast housing, the Master and Standard Grips are solid, rugged and reliable—able to withstand sustained use in harsh shooting environments. The Standard Grips as well as their electronic counterparts are attached to the ARRI rosette and are available for both the right and the left hand.

The option of having one intelligent ARRI Master Grip and one Standard Grip in combination offers users an economical and yet complete solution to handheld stabilization. The advanced workflow benefits made possible for single operators with the Master Grips is just as palpable with the Master Grip Basic Set. The six individually configurable user keys for camera, lens, or motor functions can be easily operated with just one finger. The handle is easy and intuitive to use. In addition, the Master Grips are equipped with a transfective touchscreen, which is also easily readable in the sun. All connected settings are immediately visible and configurable. The grips are available in four versions: right-side and left-side grips, with either a rocker for super-smooth zooming or a thumb wheel for iris or focus adjustments.



Lightweight and built to ARRI's unsurpassed quality standards, the Master Grips Basic Set is suitable for all ARRI cameras as well as third-party cameras.

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.