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For immediate release

Lots of enthusiasm at ARRI over the LOLA

- **Film technology company ARRI receives German Film Award**
- **Recognized for outstanding visionary innovation and creative partnership with filmmakers**
- **Special honor in the company's centennial year**

Berlin/Munich – April 29, 2017 – At the award ceremony of the German Film Award on April 28, 2017 in Berlin, the film technology company ARRI was honored with a LOLA. The prestigious award for “outstanding visionary innovations and the creative partnership with filmmakers,” as the German Film Academy (Deutsche Filmakademie e.V.) states in its announcement, generates much enthusiasm at ARRI. Director Tom Tykwer handed over the award to ARRI's executive board members Dr. Jörg Pohlman and Franz Kraus. They both accepted the LOLA on behalf of all current and former ARRI employees.

The fact that ARRI is honored with a LOLA is greatly appreciated by Franz Kraus: “We are working intensively on the development of cameras, lighting systems, and other technologies that help filmmakers realize their creative ideas. We will continue to be a long-term professional partner to the film and media industry in the future.” In his speech, Franz Kraus emphasized the special relationship ARRI has with filmmakers in Germany. These exchanges have inspired and challenged ARRI since its founding and German filmmakers have faithfully supported and advised the company over many decades. ARRI seeks to intensify this valuable relationship by strengthening its existing support for young film talents through various programs and initiatives.

Dr. Jörg Pohlman adds: “We would like to thank the German Film Academy very much for this important award. We are very pleased to be able to put the most prestigious German film award in our showcase next to our 19 Scientific and



Technical Awards, which ARRI has received over the last decades from the Academy of Motion Picture Arts and Sciences.” Furthermore: “ARRI was founded in 1917 by two film-enthusiastic teenagers. Even today, this enthusiasm and passion can be felt at ARRI. We are doing our best to remain a technological leader. For us, the LOLA is a very special honor and an incentive to actively shape the future of the film industry.”

About ARRI:

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,300 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 postproduction and 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.