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FOR IMMEDIATE RELEASE

New offices for ARRI Latin America

(December 2016, Ft. Lauderdale) – To further strengthen support for the Latin American and Caribbean markets, ARRI has moved their regional branch to new and more spacious offices in the Las Olas area of downtown Ft. Lauderdale in South Florida.

With a growing team, the branch office offers comprehensive sales support of all ARRI products including the latest digital ALEXA and AMIRA camera systems, lenses, accessories, and lighting products such as the popular SkyPanel LED soft light. Training and workshops will also be provided in this geographically convenient location.

“We’re continually increasing our commitment to Latin America as a whole. And we expect our customers and dealers to find our new offices much more accessible and fun to visit. We hope to see many of them in downtown Ft. Lauderdale soon,” says Wilson Zeferino, Director of Sales, Latin America.

South Florida has long been the hub to Latin America and the new office is centrally situated there. The office is dedicated to promoting the company’s products in all countries of the region from Puerto Rico in the Caribbean to Costa Rica in Central America down to Argentina and Brazil in the southern cone. The Latin America team handles sales in all countries of the territory.

Now open for business, the ARRI Latin America office is easily accessed both from the north Palm Beaches and from the south in Miami-Dade County.



For further information or to visit, please contact:

ARRI Latin America

888 East Las Olas Boulevard

Suite 702

Ft. Lauderdale, Florida 33301

Hours: 9am – 5pm, Monday through Friday

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Learn more at our Spanish...Portuguese language website:

<http://www.arri.com/es/....br>

About ARRI:

With headquarters located in Munich, Germany, ARRI was founded in 1917 and is the world's leading designer, manufacturer and distributor of motion picture camera, digital intermediate (DI) and lighting equipment. The ARRI group comprises a global network of subsidiaries and partners covering every facet of the film industry, including worldwide camera, grip and lighting equipment rental through ARRI Rental; turnkey lighting solutions through the ARRI System Group; and film production, postproduction, lab services, visual effects and distribution through ARRI Media. In 2013 ARRI Medical was founded to utilize ARRI's core imaging technology and know-how for medical applications.

Manufactured products include the ALEXA 65, ALEXA SXT, ALEXA Mini and AMIRA cameras; Master Anamorphic lenses; SkyPanel, L-Series and M-Series lights; Pro Camera Accessories and the Electronic Control System; the ARRILASER recorder and ARRISCAN archive technologies; and the ARRISCOPE 3D digital surgical microscope. The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their technical contributions with 18 Scientific and Engineering Awards.