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FOR IMMEDIATE RELEASE

LCUBE Signal Converter and Cforce Plus Lens Motor Improve Remote Lens Control and Camera Functionality

(NAB 2016, LAS VEGAS) – ARRI's Electronic Control System (ECS) is a versatile, modular toolset for wireless remote control of any camera and any lens. Bringing immediate benefits to ALEXA Mini shooters, ARRI is introducing two new ECS products: LCUBE CUB-1 and cforce plus Lens Motor.

The **LCUBE CUB-1** is a miniature signal converter that converts LBUS protocols to serial protocols and vice versa. Previously it has not been possible to view the readout from ultrasonic distance measurers such as ARRI's UDM-1 on the Wireless Compact Unit WCU-4 when using the ALEXA Mini with integrated lens motors. Now, the UDM-1 can be connected to the ALEXA Mini via the LCUBE and a daisy chain of one or more cforce motors, delivering distance readings to the WCU-4. This allows focus tracking in the same manner as with other ALEXA cameras or the Universal Motor Controller UMC-4.

Many different functions and many different camera setups are possible with this multi-purpose protocol converter. In the future LCUBE CUB-1 will support various other serial protocols, permitting the latest ARRI ECS accessories to communicate with third-party cameras.

cforce plus Lens Motor

Strong enough to move the geared rings of any standard lens in a very fast and pleasant manner, the cforce plus features twin LBUS connectors that allow up to three cforce motors to be daisy-chained in a row.



With the cforce plus, productions are no longer restricted to lightweight configurations with the ALEXA Mini, but can also build the camera up into a studio configuration with a bigger prime or zoom lens.

The cforce plus offers various rod-to-rod mounting options known from the CLM-4 motor, including a Hill Bracket rosette, as well as the standard rod bracket for maximum flexibility on set. The standard rod clamp includes a hinge for convenient mounting when the camera is already configured.

As well as integrating directly with the ALEXA Mini, the cforce plus connects to ARRI's AMC-1 and UMC-4 motor controllers for camera-independent setups. It is fully compatible with LBUS-compatible motion devices.

The LCUBE CUB-1 and cforce plus are available in June.* To see these products and more, visit ARRI at NAB booth #C6537.

*The cforce plus device has not yet been authorized by the rules of the FCC. This device will comply with FCC rules before coming to market in the United States.

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.

For locations and more information please visit www.arri.com