



Contact:

Franz Wieser

+1 818 841 7070 (office)

fwieser@arri.com

An Tran

+1 818 841 7070 (office)

atran@arri.com

FOR IMMEDIATE RELEASE

ARRI/ZEISS Unveil Two New Master Anamorphic Lenses

(NAB 2016, LAS VEGAS) – ARRI introduces two new focal lengths to the Master Anamorphic series, extending the range at both the wide-angle and telephoto ends. The 28 mm MA28 shares the fast T1.9 aperture speed of all seven preceding Master Anamorphics, making it ideal for low light work and shallow depth of field. For such a long focal length, the 180 mm MA180 has an impressively fast stop of T2.8 and a compact design, with a front diameter of just 95 mm. Both lenses display the same superior image quality and perfect optical aberration correction as all other Master Anamorphics.

The MA180 is optimized to be used together with the ARRI LDS Extender 1.4x to extend the focal length to 250 mm, and with the LDS Extender 2.0x to achieve a focal length of 360 mm. This means that the ARRI anamorphic lens system, comprising nine Master Anamorphics and the Anamorphic Ultra Wide Zoom AUWZ 19-36/T4.2, now covers an exceptionally wide focal length range of 19 mm to 360 mm.

The Master Anamorphic lens series, developed collaboratively by ARRI and Carl Zeiss, has set a new high standard for the optical performance of anamorphic lenses. Producing organic-looking images with pleasing skin tones and crisp, natural colors, the lenses display incredibly low distortion. Straight lines stay straight – even at close focus.



MASTER ANAMORPHIC FEATURES

- Low distortion for uncompromised anamorphic capture
- Cinematic bokeh with high contrast and nice focus fall-off
- Beautiful skin tones and precise color rendition
- Characteristic oval out-of-focus highlights
- Large image field for full freedom in composition
- Fast T-stop for shallow depth of field
- Flare set accessories for alternative looks

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