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FOR IMMEDIATE RELEASE

AMIRA SUP 4.0 Enables S16 Lens Ability and Refines Multicam Functions

(NAB 2016, LAS VEGAS) – Following customer feedback worldwide ARRI is introducing a ProRes S16 HD recording mode for Super 16, in addition to refinements for the powerful Multicam features with AMIRA Software Update Package (SUP) 4.0.

ProRes S16 HD recording

Super 16 optics are still widely available at rental houses and are generally underused. The new S16 HD recording mode makes economically priced, high-quality lenses available to AMIRA productions and extends the return on investment from those lenses for the rental house.

The new mode takes a Super 16-sized crop from the sensor and scales it to a 16:9 HD picture in any ProRes codec. The image circle is 15.1 mm, which is slightly larger than the traditional Super 16 image circle of 14.5 mm. Most lenses designed for Super 16 will cover the new recording mode without vignetting inside the image area, but testing is always advisable.

Sports productions are looking for smaller lenses, especially zooms with a better ratio of zoom range to size and weight than 35 mm can offer. Documentarians are keen to use lenses they know from having previously worked with the Super 16 format. Super 16 lenses offer a cine-style alternative to EF mount still photography lenses.

Working with vintage Super 16 lenses provides an opportunity to create looks that bring a sense of life and texture to the digital image in a totally organic way. Prime lenses such as the ARRI Ultra 16 series will be of particular interest for these productions, as they offer higher image quality than Super 16 zooms.



S16 HD mode can also extend the focal length of 35 mm lenses by a factor of 1.8. For productions such as nature documentaries that work at long focal lengths, the advantages of getting a closer view of subjects will outweigh the compromise in image quality. Since S16 HD mode can be activated quickly, it also provides a method of responding rapidly where a longer focal length is required but there is insufficient time for a lens change.

Multicam mode

Available for all AMIRA models since SUP 3.0, Multicam mode is an extremely attractive option for multi-camera shooting environments such as music concerts and live events, as well as TV soaps and other fast-paced scripted productions. Multicam is a simple and flexible interface that can be used with virtually any transmission system required. It allows the image parameters of multiple AMIRA cameras to be remote controlled using a industry standard RCP (Remote Control Panel), including iris settings.

Other SUP 4.0 features:

- Camera Control Panel CCP-1 – can be daisy-chained with the viewfinder.
- Selectable viewfinder zoom positions – adjustable via LCD panel buttons.
- Extended SDI metadata – SDI outputs now embedded with standard ARRI metadata.
- Transvideo monitor improvements – including control of playback and record start/stop.

AMIRA SUP 4.0 will be available free of charge in the coming weeks as a download available at: <http://www.arri.com/camera/amira/downloads/>

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.

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