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FOR IMMEDIATE RELEASE

ALEXA SUP 11.0 WITH ProRes 3.2K NOW AVAILABLE

(16th Feb. 2015, Munich) – ARRI today announces that Software Update Packet (SUP) 11.0 for ALEXA cameras is now available for download from the company's website, free of charge. ALEXA's eleventh major update includes many new features, including an ALEXA ProRes 3.2K recording format for productions requiring 4K UHD deliverables, and ADA-5 – an enhanced debayering algorithm that further improves ALEXA's image quality.

Available to ALEXA XT cameras and ALEXA Classic cameras with the XR Module upgrade, ALEXA ProRes 3.2K is a new recording resolution that uses 3.2K photo sites from the sensor to record a 16:9 3.2K ProRes file. The 3.2K sensor area was chosen because it is the largest area that can still be covered by almost all Super 35 PL mount lenses.

At data rates far below uncompressed ARRIRAW, ALEXA ProRes 3.2K provides the benefits of the well-established and efficient ProRes workflow. A straightforward up-sample from ALEXA ProRes 3.2K using standard post tools results in a 4K UHD deliverable of unsurpassed overall image quality.

The ARRI Debayer Algorithm ADA-5 represents an improvement in image quality for all ALEXA models, delivering clearer and sharper images. This is especially visible in small, high-contrast details (such as thin branches against a blue sky), which will exhibit smoother, cleaner edges.

ADA-5 also further reduces noise in the red and blue channels, making bluescreen compositing in VFX even easier. ADA-5 has been available through the ARRIRAW Converter since ARC 3.1 and as part of the ARRIRAW Software Developer's Kit (SDK); it has also been used in the AMIRA camera since AMIRA SUP 1.1.

Expanded media support is another feature of SUP 11.0, with all ALEXA cameras now able to support all generations of SxS PRO+ cards, and ALEXA XT/XR cameras able to support SanDisk CFast 2.0 128 GB cards.



ALEXA compatibility with the ARRI Electronic Control System (ECS) has also been expanded, with SUP 11.0 providing support for the new Lens Data Encoder LDE-1, as well as unlocking a number of new features when using the WCU-4 wireless hand unit.

Other features of SUP 11.0 for all ALEXA models include improved web remote functionality, refined user buttons and the ability to save frame line and time zone information within the camera metadata.

Additionally, ALEXA XT/XR cameras will now record a checksum with each ARRIRAW frame that can be used to verify data integrity throughout the subsequent workflow. This makes working with ARRIRAW even safer and copying even faster, though it means that the latest version of Codex software must be used to read SUP 11.0 ARRIRAW files.

Detailed technical release notes about SUP 11.0 can be found on the ALEXA DOWNLOADS page of the ARRI website: www.arri.com/camera/alexa/downloads.

About ARRI:

With headquarters located in Munich, Germany, Arnold and Richter Cine Technik (A&R) 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 that covers 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; lab services, postproduction and visual effects through ARRI Film & TV; and film distribution through ARRI Worldsales. Manufactured products include the ALEXA camera system and AMIRA documentary-style camera; Master Anamorphic lenses; L-Series LED and M-Series HMI lights; Pro Camera Accessories; ARRILASER recorder and ARRISCAN archive technologies. The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their technical contributions with 18 Scientific and Engineering Awards.

A third-generation company, ARRI is owned by the Stahl family, who are descendants of co-founder Robert Richter and who in 2012 made a long-term commitment to the industry by buying the share belonging to the descendant of the other co-founder, August Arnold.

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