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ARRI Studio New York opens for advertising and commercial content production

- **Book the flexible, multipurpose facility to produce corporate, educational, and promotional videos in stunning image quality**
- **Located at ARRI's facility in New York City, customers benefit from cost-effective production infrastructure with access to ARRI's high-quality camera and lighting systems**
- **The turnkey studio configuration offers an efficient, user-friendly introduction to virtual production with in-house creative and technical support and reduced carbon footprint**

September 7, 2023; New York – ARRI has opened a compact, multipurpose studio facility that enables agencies, corporate customers, and other creatives to craft the next generation of advertising, commercial, and promotional content with stunning image quality.

Located at ARRI's premises in New York City in the heart of the East Coast studio landscape, ARRI Studio New York provides cost-effective production infrastructure with access to ARRI's high-quality, trusted camera and lighting systems. The turnkey studio configuration with space for live audience is the perfect production environment for corporate videos, interview-style setups, town-hall presentations, educational and training clips, fashion shoots, and music videos.

Built around a curved LED wall with image-based lighting design, ARRI Studio New York offers an efficient, user-friendly introduction to virtual production with in-house creative and technical support. The new facility enables advertising and commercial clients to embrace the full potential of the technology, such as reducing costs and carbon footprint by avoiding crew travel to multiple locations, consistency in weather and daylight conditions, and real-time virtualization.



The studio is operated by ARRI, with clients able to tap into the technical insights of in-house support staff including Creative Producer Luis Feliciano. For their convenience, clients have access to the full inventory of ARRI Rental's professional camera and lighting equipment.

Stephan Ukas-Bradley, Vice President Solutions ARRI Americas, comments, "ARRI has been at the forefront of virtual production innovation from its origins in high-end film and feature production. At ARRI Studio New York, clients benefit from ARRI's comprehensive knowledge and brand excellence including high-quality camera and lighting technology, and workflow integration. This means they can fully concentrate on their production and maximize their time on set."

Andy Shipsides, President North America ARRI Rental, adds, "ARRI serves the best creatives in the world, who shoot award-winning productions with our equipment and services. ARRI Studio New York not only offers leading production infrastructure and convenience, but agencies and corporate customers can also expect a supportive environment, ensuring all creative needs are met under one roof."

For more information and booking, please visit <https://www.arri.com/arri-studio-new-york>

Pictures:

1-arri-studio-new-york-travis-taddeo-fashion-shoot-virtual-production-skypanel.JPG

BTS of a shoot for the fashion brand TRAVIS TADDEO in the new ARRI Studio New York

2-arri-studio-new-york-travis-taddeo-fashion-shoot-virtual-production.JPG

BTS of a shoot for the fashion brand TRAVIS TADDEO in the new ARRI Studio New York

3-arri-studio-new-york-night-coast-music-video-shoot.jpg

BTS of a music video shoot for the band Night Coast in the new ARRI Studio New York

About ARRI:

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,600 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.



The ARRI Group consists of the business units Camera Systems, Lighting, Rental, and Solutions, as well as the subsidiary Claypaky, all dedicated to connecting creativity and future technologies for moving images and live entertainment. ARRI is a leading designer and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental's first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world. ARRI Solutions offers high-quality virtual and traditional production infrastructure solutions and efficient, integrated workflows to a broad range of studio operators, producers, and enterprises. Claypaky fascinates audiences worldwide with cutting-edge live entertainment and stage lighting.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 19 scientific and technical awards from the Academy of Motion Picture Arts & Sciences and six Engineering Emmys from the Television Academy and the National Academy of Television Arts & Sciences.

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