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**FOR IMMEDIATE RELEASE**

**ARRI expands its management team and strengthens focus on innovation and new markets**

- The management team of Arnold & Richter Cine Technik GmbH has been expanded to include industry experts David Bermbach and Christian Richter in addition to Walter Trauninger
- New managing director roles highlight increased commitment to innovation and new markets

**April 2, 2025, Munich** – ARRI is strengthening the management of Arnold & Richter Cine Technik GmbH with two new Managing Director positions: Strategy & Innovation and Sales & Rental. In addition to Walter Trauninger, who has many years of experience in the industry, David Bermbach will be responsible for innovation and Christian Richter for sales in these management roles. Both have a successful career in the media & entertainment industry and have already made a decisive contribution to ARRI's success in leading positions in recent years.

“With David Bermbach and Christian Richter, we have been able to appoint two recognized industry experts and long-standing insiders of our company to the management of ARRI. Together with Walter Trauninger, they will strategically align ARRI with the future of the Media & Entertainment sector—with the clear goal of continuing to position ARRI as the preferred partner for creatives around the world: through technological innovation, customer proximity, and new business ideas. They have our full support on this path into the future,” says Dr. Walter Stahl, Managing Director of ARRI GmbH and member of the founding family.

“I would like to thank the shareholders for their continued trust and look forward to working together as a new management team. In the industry, ARRI is synonymous with technology leadership. In early March 2025, the Academy of



Motion Picture Arts and Sciences announced that another one of our engineers, Curt Schaller, would receive the Scientific and Technical Award—the 20th such honor for ARRI. As a new team, we will continue to pursue this path of continuous technological innovation, 100 percent reliability, and proximity to our customers,” comments Managing Director Walter Trauninger.

As a family-owned company with a solid capital base, ARRI is continuously driving the further development of its portfolio of high-quality products and services to shape the transformation of the industry together with its Media & Entertainment customers. “We will continue to invest in our core competencies—camera, sensor and lighting technology—while expanding our portfolio into new areas such as cloud solutions, digital twins, and AI. This will enable us to provide the industry with state-of-the-art integrated solutions,” says David Bermbach, Managing Director Strategy & Innovation.

ARRI is currently expanding its motion picture product range with innovations such as the new ALEXA 265, which is significantly smaller and lighter than its predecessor, and the ALEXA 35 Base, a more budget-friendly model for everyday use. Live entertainment and corporate customers will benefit from the cinematic quality of the ALEXA 35 Live and an expanded lighting portfolio.

“In addition to our technological advances and our forays into sports, concerts and corporate applications, we are focusing on new markets such as Saudi Arabia and Latin America in order to exploit their great potential and support our customers there as a preferred partner,” explains Christian Richter, Managing Director Sales & Rental.

Images:

1. 20250325-1-arri-press-image-managing-directors-david-bermbach-walter-trauninger-chris-richter.jpg  
ARRI's Managing Directors (l. to r.) David Bermbach, Walter Trauninger, and Christian Richter
2. 20250325-2-arri-press-image-trinity-2-academy-award.jpg  
TRINITY 2 receives a Scientific and Engineering Award from the Academy of Motion Pictures Arts and Sciences; ARRI's 20th award honoring the company's engineers and showcasing the company's dedication to technological innovations for the industry
3. 20250325-3-arri-press-image-skypanel-x-digital-twin.jpg  
ARRI's recent innovations create real-world benefits from virtual assets, like digital twins for SkyPanel X

**About ARRI:**

"Inspiring images. Since 1917." ARRI is a global player within the motion picture and live entertainment industries, employing around 1,500 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, and Rental, as well as the subsidiary Claypaky, all dedicated to synergizing creativity and future technologies to enhance moving images and live events. ARRI is a leading designer and manufacturer with a worldwide distribution and service network. The product portfolio includes digital cameras, lenses, lighting fixtures, apps, and accessories. ARRI also offers first-class services through ARRI Rental's provision of both standard and exclusive camera, lighting, and grip packages to professional productions around the world. ARRI's virtual production and innovative workflows solutions boost efficiency for a broad range of studio operators, producers, and corporations. Claypaky provides audiences with cutting-edge live entertainment and stage lighting products.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 20 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](http://www.arri.com)