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ARRI and Goldenvoice elevate Coachella's Main Stage experience with ALEXA 35 Live camera systems

- **ARRI's ALEXA 35 Live - Multicam System chosen to capture Coachella's Main Stage acts with unparalleled quality**
- **Festival creators are impressed by ARRI cameras systems with their stunning imagery and reliability for live entertainment**
- **ARRI's strong presence at Coachella demonstrates the company's strategic dedication to live entertainment**

April 4, 2025, Munich – ARRI and Goldenvoice proudly reveal that ARRI's latest cinematic multicam system, the ALEXA 35 Live, has been chosen to capture all the performances on Coachella's Main Stage in 2025. This pioneering imaging platform brings unprecedented visual artistry to the festival's Main Stage acts, delivering extraordinary imagery with over 17 stops of dynamic range (102dB S/N) with nuanced color fidelity, and rendering skin tones with remarkable authenticity. Carefully engineered to thrive in live broadcast with dynamic lighting environments and harsh weather conditions, the system elevates the festivals visual excellence to new heights of cinematic excellence.

Coachella Valley Music and Arts Festival stands as one of the largest and most influential music festivals in the world, drawing hundreds of thousands of attendees and millions of viewers globally. The festival's iconic Main Stage features international superstar artists such as Lady Gaga, Green Day, Post Malone, and Travis Scott, as well as many other legendary performers and chart-topping acts that define contemporary music.

"We are committed to making the Coachella livestream a cinematic experience unlike any other live concert broadcast," says Paul Tollett, President and CEO of Goldenvoice. "ARRI cameras have guided us on this journey for many years, and the ALEXA 35 Live takes this partnership to a whole new level. We're thrilled that



the incredible performances on the Coachella Main Stage will be seen across the globe through this innovative lens.”

“We’re excited to bring live cinematic excellence to one of the world’s most prestigious music festivals,” says Peter Crithary, Vice President, Live Entertainment ARRI Americas. “The ALEXA 35 Live - Multicam System represents our commitment to elevating live entertainment, allowing fans to experience Coachella’s performances with unprecedented visual fidelity. Robust, reliable, with plug and play into live workflows, the system’s advanced fiber integration will merge seamlessly into Coachella’s existing broadcast backbone, ensuring flawless multicamera capture and live transmission throughout the festival.” Chris Richter, Managing Director responsible for Sales & Rental at ARRI, adds: “The selection of our ALEXA 35 Live for Coachella exemplifies the ideal partnership between technical innovation and artistic vision at one of entertainment’s most prestigious events. It represents an elevation of our live entertainment strategy, building upon the many successes ARRI has achieved.”

As one of the top concert promotion companies in North America, promoting over 2,000 concerts a year in the US alone, Goldenvoice operates under the highest standards in live production. For their top event, Goldenvoice chose ALEXA 35 Live - Multicam Systems for Coachella’s Main Stage. Fitting for such a prestigious platform, the ALEXA 35 Live will capture these performances in all their splendor. Fans will experience the energy, emotion, and artistry of these world-class performances with unprecedented visual richness and detail.

Goldenvoice’s decision to select ARRI marks a significant milestone in live music broadcasting, as festival attendees and viewers around the world will experience Coachella’s iconic performances through the same cinematic lens trusted by award-winning filmmakers. In addition to the ALEXA 35 Live - Multicam System, Coachella is also taking advantage of ARRI lenses and camera stabilizers during the festival. Specifically, the modern but warm ARRI Signature Zooms that provide the sharpness and versatility needed for live productions. Also in this year’s tool kit are the award-winning TRINITY 2, the 360 EVO, and the SRH-360 stabilizers all with 360-degree rotation that make capturing hard-to-reach shots smoother than ever.

For more information about ARRI’s ALEXA 35 Live - Multicam System or Coachella, please visit the [ARRI](#) or [Coachella](#) website.

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

About Goldenvoice:

Goldenvoice, creators of Coachella Valley Music & Arts Festival and Stagecoach: California's Country Music Festival, operates successful Los Angeles and Bay Area music venues including the Fonda Theatre, The Roxy Theatre, El Rey Theatre, The Novo, Shrine Auditorium & Expo Hall, The Regency Ballroom and The Warfield. Goldenvoice holds exclusive booking deals at Brookside at The Rose Bowl, Santa Barbara Bowl, Mountain Winery and Frost Amphitheatre. They also have produced events such as Desert Trip, Camp Flog Gnaw Carnival, Day N Vegas, Just Like Heaven and many more. Beginning as an independent punk rock promoter in the early 1980s, Goldenvoice grew to be the preeminent alternative promoter in Southern California by forging strong relationships with both bands and music fans. Currently, Goldenvoice promotes over 2,000 concerts a year in California, Arizona, Nevada, Hawaii, Alaska and Canada plus recently adding North American tours to their growing list of accomplishments.

For additional information, please visit www.goldenvoice.com