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HONOR and ARRI announce strategic technical collaboration to bring ARRI Image Science into next-generation consumer devices

- **ARRI and HONOR extend cinematic image science and production workflows into consumer devices**
- **A bridge from the world of high-end filmmaking to the next generation of creators**
- **ARRI technology will debut in HONOR's upcoming ROBOT PHONE**

[Barcelona, Spain – March 01, 2026] Leading AI device ecosystem company HONOR has entered into a strategic technical collaboration with ARRI, the world-renowned designer and manufacturer of professional camera technology for cinematic storytelling. This landmark partnership marks a significant step in extending established cinematic standards into the rapidly evolving world of mobile imaging.

By uniting HONOR's advanced mobile imaging capabilities with ARRI's century-long heritage in defining cinematic image quality, the collaboration reflects a shared ambition to unlock new creative possibilities and extend cinematic standards for visual expression from the world of high-end filmmaking to the next generation of content creators.

"HONOR is pioneering a new era of mobile imaging, where technology exists to inspire creativity and storytelling," says James Li, CEO of HONOR. "ARRI has defined the visual language of cinema for generations. Through this collaboration, we are bringing those cinematic standards and professional workflows into mobile imaging, enabling creators to craft stories with greater authenticity and emotional depth."

A Century of Cinematic Excellence as Foundation for Mobile Content Creators

For more than a century, ARRI has helped shape how cinematic stories are told — from the early days of film to today's most advanced digital camera systems. A

commitment that's been recognized with 20 Scientific and Technical Awards from the Academy of Motion Picture Arts and Sciences.

"Today, consumer smartphones have already become a serious tool in professional filmmaking, being used on blockbusters across the globe. That's why we believe it is time to bring these worlds even closer together. For the first time ever, core elements of ARRI Image Science are being integrated directly into a consumer device," says David Bermbach, Managing Director at ARRI.

Translating ARRI Image Science into Mobile Technology

In cinema, image science is not a filter or an effect — it is the foundation of how an image is created. It determines how colors feel natural, how highlights and shadows are rendered, and how images consistently behave from capture to final screen. Drawing on ARRI's Image Science foundation, the collaboration applies core cinematic imaging principles to HONOR's mobile imaging architecture.

"Smartphones operate under fundamentally different constraints: smaller sensors, highly integrated SoCs, different optical stacks, and different bandwidth limits. The challenge is not to replicate cinema hardware, but to translate the underlying principles into compact, real-time mobile architectures," says Dr. Benedikt von Lindeiner, Vice President at ARRI and responsible for the technical collaboration with HONOR. "Our goal is to bring a true cinematic aesthetic to smartphone imaging — natural color, gentle highlight roll-off, and a sense of depth that feels authentic to how stories are meant to be seen. Creators should be able to move seamlessly from mobile capture into professional post-production workflows."

The first results of this collaboration will debut in the upcoming HONOR ROBOT PHONE later this year.

Images:

1. MWC 2026 HONOR CEO James LI and ARRI MD David Bermbach
Caption: HONOR CEO James Li (left) and ARRI MD David Bermbach (right) at the MWC 2026 announcement
2. MWC 2026 HONOR Robot Phone and ARRI Camera
Caption: ARRI technology from the ALEXA Camera Systems will debut in HONOR's upcoming ROBOT PHONE
3. MWC 2026 ARRI MD David Bermbach The Standard of Cinematic Storytelling
Caption: ARRI MD David Bermbach on stage at MWC 2026 in Barcelona

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About HONOR

HONOR is a global leading AI device ecosystem company. It is committed to revolutionizing human-to-device interactions to bridge the AI ecosystem with all consumers in the agentic AI era and beyond. The company endeavors to open industrial boundaries through open, seamless collaboration to co-create a value-sharing ecosystem with industry partners. With an innovative product portfolio spanning AI phones, PCs, tablets, wearables and more, HONOR aims to empower every human, enabling everyone to embrace the new intelligent world.

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About ARRI

“Inspiring images. Since 1917.” ARRI is a global player within the motion picture and live entertainment industries. 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, 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.

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 or <https://www.instagram.com/arri/>