

Contacts:

Kevin Schwutke
Global Press Spokesperson
+49 89 3809 1269
kschwutke@arri.de

ARRI Image Science makes its mobile debut in the HONOR Robot Phone

- **ARRI Image Science debuts in a consumer device**
- **ARRI LogC3, ARRI Wide Gamut 3, and ARRI Looks bring greater creative control and imaging consistency to mobile capture**
- **A tangible milestone in ARRI's expansion into Content Creation**

Munich, Germany, August 12, 2026: HONOR today launched the Robot Phone, a new species of smartphone integrating key elements of ARRI Image Science and carrying the “co-engineered with ARRI” designation. The product is the first commercial outcome of the companies’ Cinematic Imaging Partnership and brings ARRI’s established imaging expertise into mobile content creation.

The Robot Phone combines HONOR’s mobile imaging, AI, and robotic camera technologies with ARRI LogC3, ARRI Wide Gamut 3, and ARRI Looks. Its Titanium Agile Gimbal supports stabilized movement, subject tracking, and hands-free operation, while the ARRI technologies provide a consistent foundation for image capture and creative finishing.

“The HONOR Robot Phone is an important milestone in ARRI’s expansion into Content Creation,” says David Bermbach, Chief Product Officer of ARRI. “Together with HONOR, we are translating ARRI’s perspective on image quality, color, and visual storytelling into a new category. This gives more creators access to greater creative control and a stronger connection between capture and postproduction.”

Bringing ARRI Image Science to Mobile Imaging

ARRI Image Science shapes how a camera renders light, color, contrast, highlights, and shadows. Adapting selected elements for a mobile device required a dedicated implementation for smaller sensors, compact optics, integrated processing, and real-time computational demands.

The Robot Phone supports 10-bit ARRI LogC3 recording to retain more highlight, shadow, and color information for post-production. ARRI Wide Gamut 3 provides a broad color-space, while the selection of ARRI Looks offers distinct visual styles at the touch of the screen. When LogC3 footage is imported into professional editing and



color grading applications, creators can leverage established motion picture workflows for their mobile content.

Opening New Opportunities in Content Creation

For ARRI, the launch advances its expansion into Content Creation alongside its established Motion Picture and Live Entertainment businesses. Mobile devices are increasingly central to social content, branded communication, documentary work, and other forms of visual storytelling. By extending selected Image Science and workflow expertise into this field, ARRI is bringing its core strengths to a wider community of creators.

The HONOR Robot Phone will initially be available in China. Additional product, pricing, and availability information is available directly from HONOR.

Advancing the Cinematic Imaging Partnership

Beyond the product launch, the partnership provides a platform for continued imaging innovation. At HONOR's Imaging Technology Launch in China's Hengdian, home to one of the world's largest film and television production hubs, filmmakers demonstrated the combined technologies in production scenarios involving compact camera movement and professional postproduction workflows.

The companies' joint imaging technology lab is exploring further developments in three areas: sensor-level optics and dynamic range; end-to-end cinema industry workflows from capture through postproduction; and imaging realism and aesthetic standards in the era of AI. As part of this ongoing work, the companies will continue to refine and advance the integrated imaging technologies and workflows based on technical validation and real-world use.

Through this ongoing partnership, ARRI and HONOR aim to combine professional imaging expertise with emerging mobile technologies to help shape the next generation of visual storytelling.

###

About ARRI

"Inspiring images. Since 1917." ARRI is a global technology company in the Media & Entertainment industry. Named after its founders, August Arnold and Robert Richter, it was established in Munich, Germany, where the company remains headquartered today. ARRI operates through a global network of subsidiaries across the Americas, Europe, Asia, and Australia.

ARRI's product portfolio includes digital cameras, lenses, lighting fixtures, apps, and accessories for the Motion Picture, Live Entertainment, and Content Creation industries. Its offering also includes innovative workflow solutions that boost efficiency for studio operators, producers, and corporate customers.

In recognition of its contributions to the Media & Entertainment industry, ARRI has been honored with 20 Scientific and Technical Awards from the Academy of Motion Picture Arts and Sciences, as well as six Engineering Emmy Awards.

For more information, visit www.arri.com or www.instagram.com/arri

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.

For more information, please visit HONOR online at www.honor.com or email newsroom@honor.com.

<https://community.honor.com/>

<https://www.facebook.com/honorglobal/>

<https://x.com/honorglobal>

<https://www.instagram.com/honorglobal/>

<https://www.youtube.com/c/HonorOfficial>