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**ARRI and HONOR bring professional cinematic imaging to the co-branded
HONOR Magic9 Pro Max**

- **HONOR Magic9 Pro Max launches with ARRI branding on the device and packaging**
- **ARRI Image Science brings LogC3, ARRI Wide Gamut 3, ARRI Looks, and a cinematic imaging mobile workflow to the new flagship phone**
- **A visible milestone in ARRI's mission to enable inspiring images across professional and creator-led content production**

Munich, Germany, September 28, 2026: ARRI and HONOR are taking the next step in their Cinematic Imaging Partnership with the launch of the HONOR Magic9 Pro Max. Integrating selected elements of ARRI Image Science and carrying ARRI branding on the device and packaging, the new flagship makes the collaboration visible at product level for the first time.

Following the recently introduced HONOR Robot Phone, the HONOR Magic9 Pro Max extends the collaboration into the flagship Magic Series, adding more ARRI Looks and access to the ARRI Look Library to further establish ARRI Image Science within HONOR's mobile imaging portfolio.

"The HONOR Magic9 Pro Max gives us an opportunity to introduce up-and-coming cinematographers to the ARRI brand at an early stage in their creative journey," says David Bermbach, Chief Product Officer of ARRI. "By giving them access to ARRI Image Science and a more cinematic image pipeline from capture through postproduction, we are extending what ARRI has stood for for more than a century: enabling inspiring images with tools, workflows, and expertise that serve the creative vision."

ARRI branding becomes part of the product experience

A central differentiator of the HONOR Magic9 Pro Max is that the ARRI brand is now part of the physical product experience, with ARRI logos on both the device and its packaging. The co-branding extends to the smallest design details, including a dedicated version of the ARRI logo optimized for precise, miniaturized reproduction next to the phone's cameras. The device therefore represents more than a technology integration: it is a co-branded expression of cinematic image quality that visibly connects ARRI's professional imaging heritage with HONOR's premium mobile platform.



ARRI Image Science in a mobile cinema workflow

The HONOR Magic9 Pro Max integrates selected elements of ARRI Image Science across capture, color management, real-time preview, and finishing. Native ARRI LogC3 recording in the ARRI Wide Gamut 3 color space is designed to preserve more usable highlight, shadow, and color information for postproduction, while ARRI Looks allow creators to preview distinctive visual styles at the moment of capture. The device combines dual 200MP cameras with the HONOR Imaging Chip H1, APV 10-bit 4:2:2 recording, cinematic video functions, cinematic directional microphone, and optional creation accessories including the HONOR Teleconverter G200, HONOR Teleconverter G500, and the HONOR SmallRig Mobile Video Kit, supporting a more consistent path from mobile acquisition to professional postproduction.

A next step in ARRI's expansion into Content Creation

The launch supports ARRI's expansion into Content Creation alongside its established Motion Picture and Live Entertainment businesses. As mobile devices become central to branded communication, social content, documentary work, and everyday visual storytelling, the collaboration brings professional imaging principles to a field where speed, accessibility, and cinematic quality increasingly need to work together.

The HONOR Magic9 Pro Max will initially launch in China, with more markets following shortly thereafter. Product specifications, pricing, color variants, memory configurations, channel availability, and further market information will be communicated by HONOR.

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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.

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