



Contact:

Franz Wieser

+1 818 841 7070 (office)

fwieser@arri.com

An Tran

+1 818 841 7070 (office)

atran@arri.com

FOR IMMEDIATE RELEASE

ARRI Inc. Signs Art Adams as Cinema Lens Specialist

- **Veteran director of photography will develop and support sales of ARRI lenses**
- **Adams will collect feedback from and empower creatives**

December 18, 2018; Los Angeles – ARRI Inc. is pleased to announce Art Adams has joined as Cinema Lens Specialist. The newly created position will further develop and support sales of ARRI lenses for North America, while collecting user feedback from imagemakers.

Adams has worked as a director of photography for over two decades, focusing on commercials, branded content, visual effects and much more. He also served as a technology consultant for companies including Sony, Canon, Element Labs, Sound Devices and more. He is a longtime contributor for publications such as ProVideo Coalition and DVInfo, in addition to authoring articles for American Cinematographer, Australian Cinematographer, Camera Operator Magazine, Film and Digital Times, and HD Video Pro. As a trainer for the ARRI Academy, he instructed classes on ARRI camera systems including the ALEXA LF.

Says Adams, "I've long admired ARRI's commitment to image quality, and I'm proud that I've been invited to participate in this commitment. I look forward to using my new position to support visual storytellers in achieving their cinematic goals."

Sebastien Laffoux, ARRI Inc. Vice President of Camera Systems Sales, notes: "We're thrilled to have Art on our team. With his vast amount of experience in the field, he understands the demands of productions both technically and artistically to help us deliver the best tools possible."

Adams will be based out of the Burbank, California office.

ARRI Inc. Signs Art Adams as Cinema Lens Specialist



About ARRI:

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,500 staff worldwide. The company was founded in 1917 in Munich, Germany, where the headquarters is still located today. Other subsidiaries exist in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of five business units: Camera Systems, Lighting, Media, Rental, and Medical. ARRI is a leading designer and manufacturer of camera and lighting systems for the film and broadcast industry, with a worldwide distribution and service network. It is also an integrated media service provider in the fields of film post- and coproduction, international sales, as well as equipment rental, supplying camera, lighting, and grip packages to professional productions. ARRI Medical focuses on the use of core imaging technologies for surgical applications.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information please visit www.arri.com.