



Contact:

An Tran
Public Relations Manager
+ 1 818 841 7070
atran@arri.com

Reegan Koester
Corporate Communications Manager
+49 89 3809 1768
rkoester@arri.de

FOR IMMEDIATE RELEASE

ARRI ALEXA Camera System wins Engineering Emmy®

- **ARRI's ALEXA to be honored with Engineering Emmy® Award for outstanding achievement in engineering development**
- **Since 2010, ALEXA has been the camera of choice on numerous television and feature productions**
- **ALEXA's digital technology has been embraced by the television industry for its stunning image quality, reliability, and ease**

September 28, 2017, Los Angeles – The Television Academy announced the recipients of the 69th Engineering Emmy® Awards. ARRI is pleased to be recognized with the most prestigious television accolade for outstanding achievement in engineering development for its ARRI ALEXA digital motion picture camera system. The Television Academy's Engineering Emmys are presented to individuals, companies, or organizations for engineering developments that considerably improve existing methods or innovations that materially affect the transmission, recording, or reception of television.

"The ARRI ALEXA camera system's digital imaging capabilities, along with its completely integrated post production workflow, represent dynamic and transformative television technology," states the Television Academy. "The tool's original features, including its cohesive color pipeline, onboard recording of both raw and compressed video images, and easy-to-use interface have contributed to the television industry's widespread adaption of the technology."

Franz Kraus, Executive Board Member of ARRI, responsible for technology, comments: "This prestigious award especially recognizes the hard work of the ALEXA core team of engineers, who started almost two decades ago in the



digital intermediate days, designing the ARRILASER and ARRISCAN. They brought all of their accumulated knowledge and experience to the ALEXA camera project, thus implementing the much-appreciated cinematic look of the ALEXA. We are very grateful for this very special acknowledgement of the Television Academy.”

Dr. Joerg Pohlman, Executive Board Member of ARRI, responsible for the operative business, adds: “We are very thankful to the Television Academy for their esteemed recognition. Since its inception, ARRI has prided itself on being a long-term professional partner to the global film and television industries. This commitment will continue to drive us in the future and we look forward to many more years of successful collaboration.”

The ALEXA digital system was introduced in 2010 and was immediately adopted as the camera of choice for television and feature production. Some notable shows captured on ALEXA include recent Emmy winners *The Handmaid’s Tale*, *The Night Of*, *Veep*, *Big Little Lies*, along with *Game of Thrones*, *Man in the High Castle*, *Mozart in the Jungle*, *Insecure*, *Modern Family*, and many more.

Renowned for a film-like, organic look and high dynamic range, the ALEXA digital camera was quickly embraced for its stunning image quality, reliability, efficient workflow, and ease of use. ALEXA’s upgradeable design has allowed the system to remain an industry workhorse even seven years after its release. The camera technology is now available in multiple iterations: the ALEXA Mini, ALEXA SXT Studio with optical viewfinder and the newly introduced ALEXA SXT W for wireless control.

The Engineering Emmy Award is especially significant this year since 2017 marks ARRI’s centenary. Filmmakers August Arnold and Robert Richter founded the company in 1917 in Munich, Germany. Today, ARRI is still a family-owned operation dedicated to making the best equipment for creatives all over the world. The award will be presented to ARRI at the Awards Ceremony on Wednesday, October 25, 2017 at the Loews Hollywood Hotel.

About ARRI:

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,500 staff worldwide. In 2017 ARRI is celebrating its centenary, having been 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 and 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.