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FOR IMMEDIATE RELEASE

ARRI exhibits new products at IBC Show in Amsterdam

- **Visit ARRI at top broadcast show in hall 12, booth no. 12.F21**
- **Product highlights: SkyPanel 360-C, SkyLink, and Stabilized Remote Head SRH-3**
- **Big Screen Event with special screening and prominent guests**
- **100th birthday celebrations at the Amsterdam EYE Filmmuseum**

September 14, 2017; Amsterdam, the Netherlands – In the midst of ARRI's centenary celebrations, the company is pleased to announce its presence at IBC Show this autumn in Amsterdam. Touted as the world's leading media, entertainment, and technology show, IBC is a must for motion picture and media industry player ARRI. It will take place at Amsterdam RAI from Friday, September 15 to Tuesday, September 19, 2017. The ARRI booth, showcasing all major products will be located in hall 12, booth no. 12.F21.

At the show, visitors can experience for the first time ARRI's new technological highlights along with the various award-winning products and services ARRI offers the industry. Premium camera equipment such as ALEXA SXT W, ALEXA Mini, and AMIRA will be on display along with high-end lenses, stabilizer systems, and an extensive range of professional camera accessories. ARRI's lighting products such as the high-quality LED soft lights of the SkyPanel, L, and M series are only a few of the lighting products and accessories on view. At IBC 2017, visitors to the ARRI booth can also experience the latest offerings of the ARRI Webgate cloud services and have an exclusive look at the upcoming App for iOS.

The already popular SkyPanel family of LED soft lights just got bigger with the introduction of ARRI's largest and brightest SkyPanel to date: the S360-C. Not only is the S360-C powerful, but it is packed full of exciting features, making it one of the



most versatile LED fixtures on the market. Features include full color control, lighting effects on a huge aperture, wireless DMX built in, a unique carbon fiber yoke, and much more. The perfect wireless solution for ARRI SkyPanels is now available as well; say goodbye to DMX cables with SkyLink. Fully compatible to all SkyPanel models, SkyLink is a two-part system that allows for wireless DMX and RDM communication to SkyPanel fixtures. ARRI will also present a new camera stabilizer system at IBC. The all new ARRI Stabilized Remote Head SRH-3 is extremely compact and light while being able carry three times its own weight. Our line of Master Grips has also expanded. On display for the first time in Europe, ARRI's renowned Full Spectrum ND Filter is now available as a front filter.

Another highlight of the show is ARRI's Big Screen Event. ARRI is inviting prominent industry guests, including Peter Doyle, Supervising Visual Colorist at Technicolor and Ari Robbins SOC, Steadicam Operator on *La La Land* (winner of the 2016 Academy Award for Best Cinematography), to discuss their current film projects. A special screening will also be unveiled featuring milestones of ARRI's past and vision for the future. ARRI's Big Screen Event is open to all visitors and will take place on Saturday, September 16 from 3:30-5:30pm in the IBC Auditorium.

On the eve of the IBC Show 2017, ARRI will host a grand 100 years party at the Amsterdam Eye Filmmuseum. ARRI is looking forward to toasting the successful collaborations and the exciting times to come with its clients, partners, and friends.

The latest IBC 2017 edition of *ARRI News* is also on display at the booth. The publication provides readers with insight into current company news and products, while bringing personal user stories to the forefront.

ARRI is looking forward to many productive exchanges with its trusted partners and friends and is eager to inspire future industry enthusiasts at this year's IBC Show.

For all press information and high-resolution image material on ARRI at IBC 2017, please visit: www.arri.com/corporate/press/english

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.