

ARRI NEWS

IBC ISSUE 2014



AMIRA

Major software update and ProRes UHD upgrade option



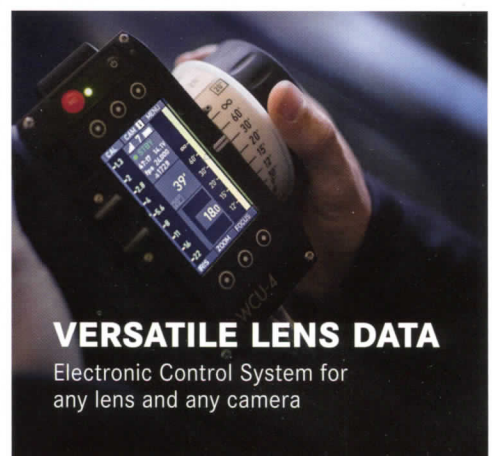
L5 LED FRESNEL

Portable, tuneable L5 lamphead expands the L-Series



PRORES 3.2K FOR ALEXA

New recording format simplifies UHD deliverables



VERSATILE LENS DATA

Electronic Control System for any lens and any camera

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ARRIFLEX D-21



The German Film and Photo Technology Museum in Deidesheim houses one of Europe's most extensive collections of cameras and optical equipment, charting more than 100 years of technical development in the fields of stills photography, motion pictures, television and lenses.

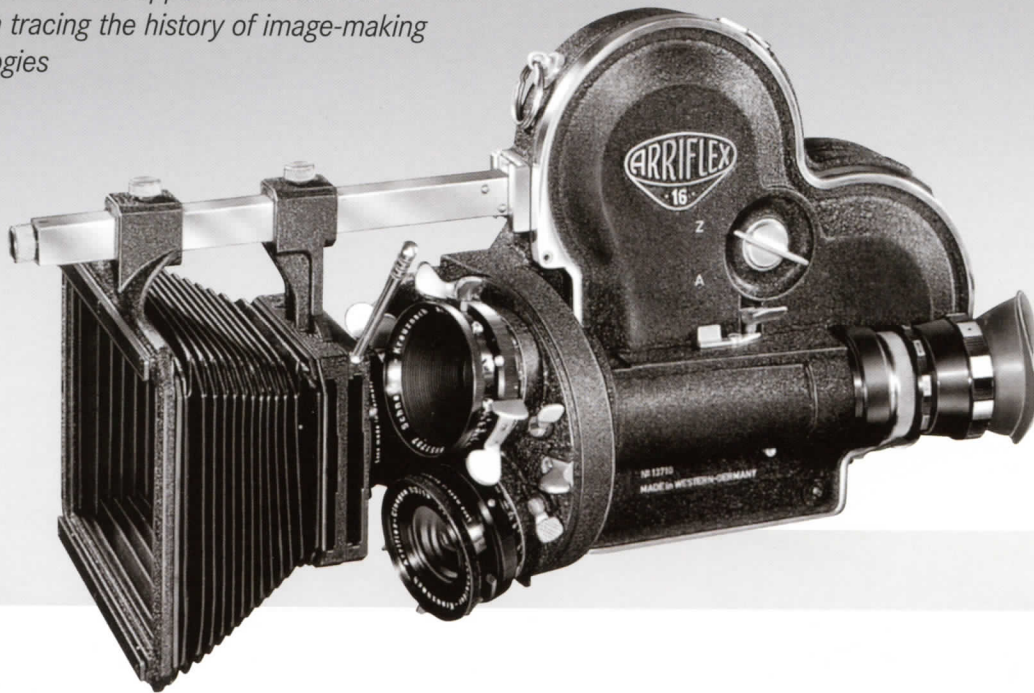
Not only does the museum serve to educate visitors about the history of these disciplines, which have had such a profound impact on global society, it also facilitates the ongoing preservation of over 4,000 rare and delicate exhibits, representing our collective technical heritage.

Occupying a total area of some 300 m², the exhibits cover everything from Polaroid cameras to high-end electron microscopes. The evolution of motion picture technology can be traced from rudimentary magic lanterns to early wooden hand-crank cameras, and then on to sophisticated film cameras that were used on well-known blockbusters, as well as television studio cameras.

A number of vintage ARRI cameras are displayed in a special cabinet, including the ARRIFLEX 16ST and 16BL, which were ubiquitous 16 mm newsgathering cameras

TECHNICAL HERITAGE

ARRI continues its support for a German museum tracing the history of image-making technologies



ARRIFLEX 16ST

during the mid-twentieth century, and variants of the famous ARRIFLEX 35, which in 1937 became the world's first movie camera to feature a rotating mirror shutter and reflex viewfinder. Alongside the cameras is a written history of the company and photographs of August Arnold and Robert Richter, who founded ARRI in 1917.

Museum Director Dr Wolfgang Immel, who put the collection together, has been in touch with ARRI since the 1970s, when his contact was Volkmar Öhme, Director of Public Relations and Advertising at that time. It was through this close relationship that ARRI cameras came to be so well represented in the collection.

When the museum was opened in 1990, a speech was given by Dr. Günther Schwab, formerly on the managerial staff at ARRI, entitled: "Film and video – will video technology make museum pieces of film cameras?" This subject has become ever more pressing and poignant in the years since, and the museum is now attempting to update its exhibits to convey today's



Dr Wolfgang Immel (center) receiving the German Federal Cross of Merit

transition from analog to digital image capture, as well as possible future developments. To this end, ARRI is donating further information and equipment, with Dr Martin Prillmann, Executive Board Member of ARRI AG, pledging to provide the museum with an ARRIFLEX D-21, one of the company's first digital cameras.

Recognizing his tireless work building the collection and maintaining it as a publically accessible educational resource, Dr Wolfgang Immel was awarded the German Federal Cross of Merit in July 2014. This prestigious accolade was ceremoniously presented by Culture Secretary Walter Schumacher, on behalf of the President of the Federal Republic of Germany, Dr Joachim Gauck. ARRI warmly congratulates Dr Immel on his award, and on the continuing success of his museum.

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