



News Release

For more information contact:

Salvatore T. Di Muccio

Well Above

+61 412 64 99 64

salvatore@wellabove.com

For immediate release

ARRI CELEBRATES 100 YEARS

SYDNEY, 31 January 2017 – As its centenary year gets underway, ARRI looks back at its rich history, assesses the values and principles that have helped it reach this milestone anniversary, and sets its sights firmly on the future.

2017 marks 100 years since August Arnold and Robert Richter rented a small former shoemaker's store in Munich and set up shop as a film technology firm. The two young friends started with just one product: a copying machine they built on a lathe Richter had received as a Christmas present from his parents. Taking the first two letters of their surnames, they christened their new enterprise ARRI.

Today, the company is headquartered at the same address on Türkenstrasse, though the premises has expanded to the size of an entire city block and is just one of numerous facilities around the world. Truly a global player and active in every international market, ARRI has major branches in Europe, the Americas and Asia.



ARRI Australia GM Brett Smith said, “I joined ARRI at an amazing time in our history: not only during our 100th anniversary, but at a time when ARRI has celebrated a record year in camera and lighting products, and has diversified its image creation offerings to now include gimbal stabilisers, wireless control systems, Master Prime and Master Anamorphic lenses and camera mount accessories for ARRI and 3rd party cameras. Having recently visited our lighting, camera and wireless manufacturing facilities in Munich and Stephanskirchen, I can see by the precision machining and dedication of our design and production team, that our success has not been achieved by chance.”

In many ways ARRI typifies the Mittelstand – medium-sized German companies that are leaders in their field and that have achieved longevity through adherence to rock-solid values. Often, like ARRI, they are still family-owned enterprises – handed down through generations and overseen by custodians with an emotional investment in the brand.

Despite its grand age, ARRI is a company that places great value in youthful exuberance and passionate dedication. Dr. Jörg Pohlman, one of two Executive Board members at ARRI AG, notes, “I still find it amazing that this company was founded by two teenagers; they were so young that their parents had to sign the two incorporation documents. First and foremost they were film enthusiasts, driven by a love for visual storytelling and technology. If you walk around ARRI today you’ll see that same enthusiasm and passion – it defines who we are and what we do.”

Arnold and Richter were camera operators, film producers and an equipment



rental outfit before they ever manufactured an ARRI camera. From the very beginning they worked directly with filmmakers and the insight they gained helped them to develop equipment that met real on-set needs. In today's industry, with technology driven at breakneck speed by marketing hype, this philosophy of listening to what filmmakers want – rather than telling them – is more important than ever.

Executive Board member Franz Kraus comments, "ARRI prides itself on being a long-term professional partner to the global film industry. We have never walked away, instead facing difficult times by redoubling our efforts and increasing investment in R&D. The fact that we offer such varied products and services, covering all sides of the industry, gives us a unique perspective and allows each division to benefit from the expertise of all the others. For example it was our work in digital postproduction that helped us make such a successful transition from film to digital cameras."

The quality and reliability for which ARRI is renowned remain vitally relevant traits. At every level of the industry there still exists the need for durable tools that are fit for purpose and deliver long-term returns. These days that means more than just build quality and durability, it means flexible system architecture for cameras and lights that are essentially computers. It means software updates that respond to evolving needs and continually transform the functionality of the hardware.

2017 will be marked by numerous celebrations, with all of the company's 1,300 worldwide employees taking part and helping to make it special. The IBC show in Amsterdam, also in September, will form the focus of the celebrations and it is



there that the main party will take place.

The long history of ARRI sits predominantly in the celluloid age and it is a wonderful legacy to look back on. But now, in the digital era, the company is bigger than it ever has been, with more employees, more products and more international market share than ever before. At 100 years old, the future has never looked so exciting.

Picture credit

ARRI Australia GM Brett Smith

Ends

About ARRI Australia and The ARRI Group

ARRI Australia is a wholly owned subsidiary of The ARRI Group and is based in Lane Cove, Sydney. With its corporate headquarters located in Munich, Germany, Arnold and Richter Cine Technik (A&R) was founded in 1917 and is the world's largest manufacturer and distributor of motion picture camera, digital intermediate (DI) and lighting equipment. The ARRI Group comprises a global network of subsidiaries, agents and representatives that covers all aspects of the film industry: design, engineering, production, equipment rental, turnkey lighting solutions, postproduction, film and sound laboratory services, and visual effects. Manufactured products include the groundbreaking ALEXA digital camera system, film cameras, professional camera accessories, cutting-edge LED lighting and DI solutions such as the ARRISCAN and archive tools. The Academy of Motion Picture Arts and Sciences has recognised ARRI technologies and continual innovation with 18 Scientific and Engineering Awards.



www.ARRI.com.au