



# Congratulations ARRI!

Camera and lighting manufacturer ARRI is one of the GTC's longest-standing and most loyal sponsor companies. The GTC is deeply grateful for the company's support over many years, which has included collaborating on workshops, hosting GTC events, continued access to ARRI experts, transporting Zerb to IBC, as well as commercial support through advertising and sponsorship. We would like to take this opportunity to wish ARRI many congratulations on a remarkable first century – and all the very best for an equally successful next 100 years!

One hundred years ago — on 12 September 1917 to be precise — two teenagers, August Arnold and Robert Richter, rented a small former shoemaker's store in Türkenstrasse, 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, which Richter had received as a Christmas present from his parents. Taking the first two letters of their surnames, they christened their new enterprise ARRI.

## Young outlook for a company with a long history

Despite its long history, the company still prides itself on retaining a similar youthful enthusiasm to that demonstrated by Arnold and Richter a century ago. Dr Jörg Pohlman, an Executive Board member 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 incorporation documents. First and foremost, they were



August Arnold and Robert Richter, founders of the company in 1917

film enthusiasts, driven by a love for visual storytelling and technology. If you walk around ARRI today, you'll find 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. Earlier this year an interview with Executive Board Members Dr Pohlman and Franz Kraus kicked off the 100th anniversary celebrations. This video interview includes remarkable footage from Arnold and Richter's early days and is well worth watching for that footage alone (see the full interview at: [www.arri.com/100\\_years](http://www.arri.com/100_years)).

Apparently the two young film enthusiasts made a short Western, *Der Schwarze Jack*, and when it was completed arranged a screening. The film attracted a big crowd, whom the pair filmed queuing to get in. By the time the screening had finished, Arnold and Richter had processed the footage and biked it back to the screening room so that the delighted crowd were able to watch themselves lining up on the street just an hour or so earlier. Quite amazing for 1917!

## Listening to the end users

From the very beginning Arnold and Richter worked directly with filmmakers, using the insight they gained to help them develop equipment that would meet real on-set needs. This principle persists in the company today. With technology these days driven at breakneck speed by marketing hype, this philosophy of listening to what filmmakers want – rather than telling them – is more valuable than ever. Working closely with filmmakers and cinematographers is something the team at ARRI tries to do as a matter of course in order to improve their products in ways that will help end users. It is no surprise then that one of the ways chosen to mark the centenary is to bring out a limited-edition volume of interviews with film-makers entitled 'The Filmmaker's View: 100 Years of ARRI'.

## Embracing the digital age

Today, ARRI is still headquartered at the same address on Türkenstrasse, although the premises have expanded to the size of an entire city block and now comprise just one of numerous facilities around the world. In a milestone in the company's history and as a sign of its plans for the future, work has started on a brand new HQ building, due for completion at the end of 2018. This project, named ARRIAL, is centrally located, easily accessible and will offer 20,000 square metres of usable space, able to accommodate 600 employees from the company's central functions teams as well as the Camera Systems and Medical business units.

Although the long history of ARRI is a celluloid one in terms of numbers of years – and this is a wonderful legacy to look back on – for the last 10 years the focus has been digital and this has led to a massive expansion. The company is bigger than it ever has been, with more employees, more products and more international market share than ever before.

Franz Kraus explains how one of the strengths of the company has always been its readiness to embrace new developments in the industry and run with them: "ARRI prides itself on being a long-term professional partner to the global film industry. We have never walked away, instead facing any 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 post-production that helped us make such a successful transition from film to digital cameras."



Visualisation of the new ARRI building currently under construction and due to be ready at the end of 2018



ARRI's Executive Board during their welcome speech at the 100 Years party: Dr Jörg Pohlman (left) and Franz Kraus (right)

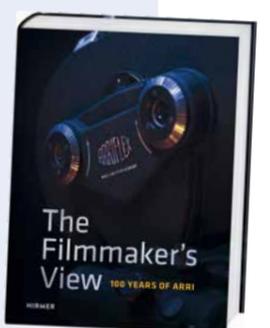
## The Filmmaker's View: 100 Years of ARRI

To mark the ARRI centenary, 100 famous film-makers describe their experiences with ARRI – a fascinating glimpse behind the scenes and an entertaining journey from the era of celluloid to the age of digital films.

Legendary cameras like the ARRIFLEX (*Easy Rider*) and the digital ARRI ALEXA (*James Bond 007: Skyfall*) have led to the company being awarded the Oscar for technical innovations on 19 occasions to date. And beyond the realm of Hollywood, ARRI cameras are also used for science and medicine.

In this volume, directors, cameramen, lighting specialists, historians, producers and inventors from all over the world have a chance to speak. They sketch a multi-faceted portrait and look into the future.

With introductions by Mark Hope-Jones and Jon Faver, this celebratory book will be released in September but can be preordered now: [www.hirmerverlag.de/uk/titel-3-3/the\\_filmmaker\\_s\\_view-1546/](http://www.hirmerverlag.de/uk/titel-3-3/the_filmmaker_s_view-1546/)



## 100-year Anniversary Limited Edition Collection

ARRI has also released a collection of limited edition merchandise to celebrate the 100 years that can be found at: [www.arri-webshop.com](http://www.arri-webshop.com)



Party hosts (from left): Markus Zeiler (ARRI Lighting), Henning Raedlein (ARRI Digital Workflow Solutions), Franz Kraus, Dr Jörg Pohlman (both Executive Board of ARRI), Angela Reedwisch, Josef Reidinger (both ARRI Media), Walter Trauninger (ARRI Cine Technik), Ute Baron (ARRI Rental), Markus Lampier (ARRI Lighting) and Thomas Loher (ARRI Rental)

### ARRI history in Zerb

Ten years ago, we looked at the history of the ARRI company when it celebrated 90 years in business. At that time the history was mainly one of celluloid and analogue cameras. How things have moved on in 10 years! Read the Zerb article from 2007 by clicking on the cover for Issue 66 (Autumn 2007) here: [www.gtc.org.uk/publications/zerb.aspx](http://www.gtc.org.uk/publications/zerb.aspx)

### What does the future hold?

Looking to the future in the recorded interview, Kraus ponders where advances in the industry will take technology next: "It is time to consider the whole technical process of filmmaking and then to rethink what the contribution of the camera capture system should be – and the whole system. Maybe not everything needs to be in camera; it could be distributed. We are living in a world with the 'cloud', whether you like it or not." Then there is augmented reality and virtual reality – and the industry is just figuring out how the technology can help in this form of storytelling; for instance, Kraus suggests that virtual reality probably has a lot more to contribute in the documentary arena.

Whatever the next developments may be, one thing is for sure: the quality and reliability for which ARRI is renowned will remain paramount. At every level of the industry the need for durable tools that are fit for purpose and deliver long-term returns is as strong as ever. These days this means more than just build quality and durability; it means flexible system architecture for cameras and lights (essentially computers now). Software updates must respond to evolving needs and continually transform the functionality of the hardware – and this is something on which ARRI is continuing to focus.

Although ARRI's actual anniversary is in September 2017 (with IBC in Amsterdam the focus for major celebrations), the whole year has already seen several events, including two huge centennial parties enjoyed by partners, clients and worldwide employees at the Türkenstrasse base in July.

As the celebratory year continues, the GTC says "Happy 100th Birthday to ARRI".



### Fact File

Arnold & Richter Cine Technik (ARRI) is a global company in the motion picture industry, employing around 1500 staff worldwide. 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 industry, with a worldwide distribution and service network. It is also an integrated media service provider in the fields of post-production and 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 recognised ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards. For more information please visit [www.arri.com](http://www.arri.com)



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