



## **AMIRA SOFTWARE UPDATES: 4K UHD and MPEG-2 MXF RECORDING**

**(16<sup>th</sup> Feb. 2015, Munich)** – ARRI announces the upcoming release of Software Update Packet (SUP) 2.0 for AMIRA cameras, and the subsequent release of SUP 3.0. The former unlocks 4K UHD recording for high-resolution pipelines, while the latter enables MPEG-2 MXF recording for streamlined, broadcast-friendly workflows. Together they stretch the already wide spectrum of AMIRA's deliverable options at both ends of the scale, making the camera an even more versatile production tool.

Underlining the positioning and success of AMIRA as the perfect camera for productions ranging from documentaries, reportage and corporate films to TV and low-budget movies, these two major software updates in the first half of 2015 will enhance the feature-set in ways that respond specifically to customer requests and industry trends. With its flexible, re-programmable system architecture, AMIRA will continue to expand in functionality over the coming years in the same way that ALEXA has done since 2010, allowing it to keep pace with a rapidly evolving market and deliver a strong return on investment.

### **AMIRA SUP 3.0 – scheduled for release mid-2015**

The key new feature of AMIRA SUP 3.0 is the ability to record MPEG-2 422P@HL at 50 Mbit/s in an MXF wrapper. This XDCAM-compatible MPEG-2 recording format allows television productions to take advantage of AMIRA's superior image quality and ergonomics, while utilizing a low-bandwidth codec that can easily be integrated into typical broadcast environments and workflows.

Recording MPEG-2 MXF with AMIRA ensures 100% compatibility with the format already used by many low budget or time-pressured television productions, for which a streamlined workflow through ingest, editing and post is vital. This cost-efficient format minimizes the number of memory cards needed on set, but also reduces postproduction and archiving costs through reduced data rates and seamless integration with standard tools.

In order to further ease the integration of AMIRA into fast-paced television production environments, a new audio accessory will be released. Taking the form of an extension to the back of the camera body, it will equip AMIRA with a slot for a portable audio tuner/receiver. This will allow signals to be received wirelessly from either the sound recordist's mixer or straight from radio microphones, accommodating the needs of ENG-style productions that capture audio directly in-camera, but value the most cable-free configuration possible.

Other features of SUP 3.0 will include a versatile camera remote control interface for multi-camera live or scripted productions; Super 16 mm lens support; an intervalometer function for time-lapse applications; and a host of general usability enhancements.



## **AMIRA SUP 2.0 – scheduled for release in March 2015**

4K UHD recording is the major new feature of AMIRA SUP 2.0. Enabled by the software update, it is activated through the purchase of a 4K UHD license at the ARRI License Shop (and a camera sensor calibration at an ARRI service center for cameras purchased in 2014).

The new 4K UHD recording format has been developed for productions that need to generate high-resolution deliverables. It allows ProRes codecs up to ProRes 4444 to be recorded in Ultra High Definition 3840 x 2160 resolution directly onto the in-camera CFast 2.0 cards, at up to 60 fps. Optional in-camera de-noising, sharpening and detailing tools permit the image to be optimized for specific applications or matched to different cameras and lenses.

Further enhancements provided by AMIRA SUP 2.0 include ProRes 3.2K recording (allowing cross-compatibility with ALEXA cameras running ALEXA SUP 11.0); WiFi remote support; the ability to monitor audio channels individually; additional lock functions to prevent the accidental pressing of buttons or switches; frame rate adjustments while in pre-record mode; frame grabs from the live camera image; and many more.

### **About ARRI:**

With headquarters located in Munich, Germany, Arnold and Richter Cine Technik (A&R) was founded in 1917 and is the world's leading designer, manufacturer and distributor of motion picture camera, digital intermediate (DI) and lighting equipment. The ARRI Group comprises a global network of subsidiaries and partners that covers every facet of the film industry, including worldwide camera, grip and lighting equipment rental through ARRI Rental; turnkey lighting solutions through the ARRI System Group; lab services, postproduction and visual effects through ARRI Film & TV; and film distribution through ARRI Worldsales. Manufactured products include the ALEXA camera system and AMIRA documentary-style camera; Master Anamorphic lenses; L-Series LED and M-Series HMI lights; Pro Camera Accessories; ARRILASER recorder and ARRISCAN archive technologies. The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their technical contributions with 18 Scientific and Engineering Awards.

A third-generation company, ARRI is owned by the Stahl family, who are descendants of co-founder Robert Richter and who in 2012 made a long-term commitment to the industry by buying the share belonging to the descendant of the other co-founder, August Arnold.

For locations and more information please visit [www.arri.com](http://www.arri.com)