



ARRI Hires Industry Vet Michael Bravin

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ARRI is pleased to announce that Michael Bravin is joining ARRI Inc. as Vice President of Market Development for Digital Camera Products. Reporting to Bill Russell, Vice President of Camera Products. Bravin will be based out of the Burbank, Calif. office as part of the team dedicated to the marketing and sales of ARRI's new ALEXA digital camera line throughout the North and South American market.



Michael Bravin Says Russell, "I am very pleased that Michael will be joining ARRI. He has an outstanding reputation in our industry and his experience will be greatly beneficial to our sales and marketing efforts."

Bravin comes to ARRI with over 30 years in the production business, most recently serving as Chief Technology Officer at Band Pro Film & Digital Inc. In his 15 years with Band Pro, he was instrumental in expanding the market for HD technology for digital cinematography, including the recent introduction of Sony F23 and F35 cameras. While with Band Pro, he worked closely with Carl Zeiss in the development of the DigiPrime and DigiZoom cine lenses for 2/3? • HD cameras. Prior to Band Pro, Bravin was with Abekas Video Systems where he was involved in the transition from analog

Bravin is an Associate Member of the American Society of Cinematographers, a member of the Society of Motion Picture and Television Engineers and the Digital Cinema Society. He was a founding instructor with the Santa Fe HD Workshops, educating and training cinematographers, operators and camera assistants.

Says Bravin, "I am very excited to be joining the ARRI team as the industry embraces digital tools and workflow for motion picture, television and commercial production, and ARRI ups the ante with the ALEXA line of cameras. I see my role as a champion for cinematographers while preserving the art, craft and tradition of cinematography."

ARRI announced the new ALEXA product line at IBC 2009, and will be launching the much-anticipated product at NAB this year. Current prototypes verify that the camera system offers the best sensitivity (ASA 800) and dynamic range on the market, and is two stops faster than ARRI's popular D-21 camera. Field tests are planned for March.



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