



Bahnemann Steps Down as ARRI Inc. Head

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Volker Bahnemann, President and CEO of ARRI Inc. and Camera Service Center (CSC) has announced he will step down from his roles at the company this coming spring. Bahnemann leaves with a legacy of 48 years with ARRI, 32 of which he served as CEO of ARRI Inc.



Volker Bahnemann During his tenure Bahnemann was responsible for the initiation, development and refinement of many significant filmmaking technologies such as the ARRIFLEX 35III, ARRIFLEX 765, ARRIFLEX 435 and ARRIFLEX 235 cameras, and ARRI/Zeiss High Speed and Variable Prime lenses. These products have had a huge impact on the way films are shot and have all been recognized by the Academy of Motion Pictures Arts and Sciences (AMPAS) with Scientific and Technical Awards. In 1996, AMPAS also recognized Bahnemann with the John A. Bonner Award, ?in appreciation for outstanding service and dedication in upholding the high standards of the Academy.? In 2002, for his contributions, the S.M.P.T.E. honored him with the Fuji Gold Medal Award.

Bahnemann began his career at 16 as an apprentice with ARRI in Munich. He later worked as a service technician for the U.S. distributor of ARRI equipment where he moved up through the ranks to head the organization that, in 1978, was acquired by Arnold & Richter. This was ARRI?s first subsidiary outside of Germany and from the beginning, as President and CEO, Bahnemann was instrumental in ARRI?s growth in North and South America, expanding from its initial base in New York to Los Angeles along with adding offices in Toronto and Ft. Lauderdale. Today the ARRI brand is the first choice for many filmmakers from independent productions to studio blockbusters and television drama.

Bahnemann holds five U.S. patents in motion picture imaging technology and it is this comprehensive technical background combined with his thorough understanding of the filmmaker?s needs that helped shape ARRI into the company it is today.

Taking Bahnemann?s place is Glenn Kennel, who joined ARRI in 2009 with the new position of Chief Technology Officer. Kennel came to the company with 30 years of experience in technology development and marketing in the motion picture industry and has since demonstrated not only superb technical abilities, but also shown his collegial personality and leadership style.

Says Bahnemann, ?I am confident and gratified to have found in Glenn a person qualified and ideally suited to lead the company into the future. With my best wishes and the full support of the board, effective April 1st 2010, Glenn Kennel will be installed as President of ARRI Inc.?

Says Kennel, ?I am honored and humbled to have this opportunity to follow Volker and the legacy that he has built. These are challenging times. In the digital world, we face strong competitors and fast moving technology. I am excited because we have the best people and the best technology, plus an unmatched reputation for quality and service.?

Bahnemann also had the vision to bring an ARRI rental component to the States by launching ARRI CSC in New York (now in New Jersey), followed by an outlet in Florida. Lighting and grip rental houses under the Illumination Dynamics banner were also acquired and expanded in Los Angeles and North Carolina. Under Bahnemann?s guidance as CEO, these rental facilities hold the reputation for maintaining the finest rental inventories in the industry. His departure promotes Simon Broad to President of ARRI CSC. Broad, who started in the industry with Samuelson in London, has

overseen day-to-day operations of ARRI/CSC as Chief Operating Officer for the past four years.

As of April 1, 2010, Kennel and Broad, will report directly to their respective board of directors. Kennel, who is currently based in Burbank, Calif. and Broad, in Secaucus, New Jersey will continue to operate out of their particular locations. Bahnemann will offer support in an advisory capacity through the end of the year.



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