



# ARRI ALEXA

Flexibility, power and economy. The Arri ALEXA is a compact and lightweight digital camera that redefines the limits of digital motion picture capture with ultra-fast workflows and image quality akin to 35mm film. From major motion pictures and high end dramas to commercials, music promos and mainstream television, the Arri ALEXA suits a wide variety of applications and budgets.

## LIGHTING

## GRIP



ALEXA has been designed to function as both a motion picture camera and a broadcast camera. For TV production, the time and cost savings as well as the extraordinary simplicity of ALEXA workflows will transform budgets and schedules, while the cinematic image quality will stagger viewers. For features, the sheer variety of outputs, functions, lenses and accessories will enable filmmakers to realize their visions without ever feeling restricted by technology.

Whether your production is destined for the silver screen or the TV screen, ALEXA will empower you to tell your story in exactly the way you think it should be told, with pictures of breathtaking richness and detail.

## CAMERA

## GENERATORS



### ALEXA Workflow

The unique construction of the Arri ALEXA allows for various output signals to be generated, accommodating diverse production needs and pipelines. The Arri ALEXA is unique in that it can simultaneously record Apple QuickTime/ProRes files, output uncompressed HD video or uncompressed ARRIRAW data. This output versatility makes it ideal for a myriad of productions and workflows from television to feature films.

### ALEXA Electronic Viewfinder

While an optical viewfinder still provides the best operating experience, it comes at a price and added weight. For the ALEXA Arri has developed the high resolution ARRI Electronic Viewfinder (EVF-1). This viewfinder was specifically designed to meet the needs of camera operators by offering an extremely fast image display, high image quality, accurate color reproduction and a number of features inherited from our optical viewfinders, including overscan.



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