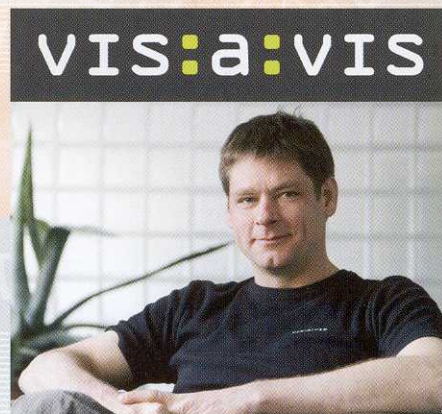


The D-20 received a very warm welcome at Studio Hamburg.

"An important factor in the success of our production company is the employment of superior technology which is state of the art. Therefore the D-20 is very high on our list, because it offers decisive advantages: Its modular concept based on a 'real' film camera opens the D-20 to a wide range of existing and proven accessories. In other words, the investment is much easier to handle since you can fall back on the extensive inventory already available in a rental, instead of newly investing in specific lenses and other accessories, like it is the case with many other HD systems. The D-20 is just a better deal. And thanks to the advanced technology and the large image sensor it offers a wide variety of professional creative options."

Stephan Horst, vis.a.vis Filmproduktion, Berlin,
Executive Producer on the project HOCHTECHNOLOGIESTANDORT DEUTSCHLAND



NAC Open House 2005, Japan

Mid March 2005 was the perfect timing for this year's open House at NAC headquarters. Many key professionals of the industry joined in to get a first hand glance of the progress of the ARRIFLEX D-20 camera, the now completed chain of DI products ranging from the ARRISCAN to the Color Management System and the ARRILASER. Of course NAC's own Digital High Speed Cameras, such as the fx-Cam and the HD-HS300P (a NHK project) were also in the focus of interest, along with the more 'classical' but equally exciting products like the brand new Master Prime lens series, the ARRIFLEX 235, 435 Xtreme, mounted on an ARRIMOTION system, as well as the latest developments in lighting technologies – the ARRI Ceramic lamphead and the ARRI Event lighting system.

Very well attended seminars were held during the two days of the open house to provide a more in-depth introduction and background information about all the latest technologies. It was a very well appreciated occasion to ask and to discuss the new technology between professionals, but also to get new inspirations. During the

course of these seminars for the D-20, the Master Primes and the ARRISCAN images, which had been shot or scanned were projected to get a better comparison. As a direct result of this 'Tokyo Labs' decided to purchase the ARRISCAN right from the showfloor (see also page 43) to enhance their DI chain. The Master Prime workshop offered the perfect opportunity to see a side by side test with a lens projector between other competitive products and the Master Prime lenses. An impressive proof for the superior performance, high resolution, image uniformity and the focusing without breathing.

"ARRI in Digital Age of Film" – this was the motto for this year's open house – was a huge success for NAC Image Technologies Inc., as well as for ARRI as their business partner.

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ARRIFLEX D-20 with Master Prime lens at the BSC New Equipment Show



ARRIFLEX D-20 at the BSC New Equipment Show



Out in the snow with the D-20 in Döbern, Germany, at a glass factory

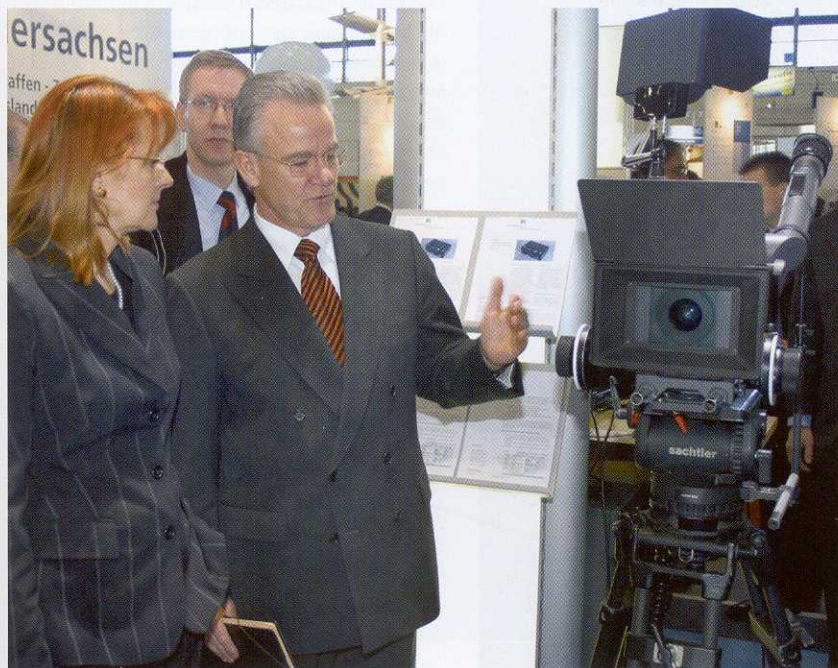
BSC members attending ARRIFLEX D-20 workshop at ARRI Media



D-20 at the Royal Television Society workshop



ARRIFLEX D-20 at AFC Micro Salon, Paris



Edelgard Bulmahn and Prof. Dr. Hans-Jörg Bullinger

One of the highlights of this year's CEBIT – the ARRIFLEX D-20. Prof. Dr. Hans-Jörg Bullinger (Fraunhofer Institute) shows the new technology to German Minister Edelgard Bulmahn. The D-20 was right across from a large screen, where the audience was able to encounter first-hand results in the form of a promotional film that has been shot to promote the German industry and also the world soccer championship in 2006. Parts of this project for the German Ministry of Commerce had been shot on the ARRIFLEX D-20.

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“The D-20 is a glimpse into the future of film. When we began our project HOCHTECHNOLOGIESTANDORT DEUTSCHLAND we shot on normal HD. Since then we continuously improved. The ARRIFLEX D-20 boosted the motivation of the whole team: selective focus as a creative element, the optical viewfinder and the familiar handling of a film camera, all this made it fast and easy to create better images.”

DoP Frederic Doss, daylight

