



Contact:

Kathy Chung
Vice President Marketing, Asia-Pacific
kchung@arri.asia

Darlene Dy
Assistant Manager – Digital Marketing, Asia-Pacific
ddy@arri.asia

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ARRI Asia-Pacific enhances management structure to optimize operational efficiency and drive market expansion

- **Carlos Chu continues his role as Senior Vice President Camera Systems ARRI Asia-Pacific**
- **Jimmy Chai is newly appointed as Senior Vice President Lighting ARRI Asia-Pacific**

May 3, 2024; Singapore – ARRI has implemented a strategic reorganization of its Asia-Pacific management team, effective immediately, aiming to optimize operational efficiency and drive expansion into new markets across the region.

Carlos Chu, whose expertise and strategic acumen have been instrumental in driving regional growth in the past years, will remain as Senior Vice President, with a heightened focus on the Camera Systems business unit. ARRI extends its sincere appreciation to Carlos for his exceptional contributions and has confidence in his ability to navigate through new market complexities and elevate the camera business to unprecedented levels. Additionally, Carlos will continue his position as Country Manager ARRI Japan.

To strengthen the Lighting division, Jimmy Chai has taken up the role of Senior Vice President Lighting Asia-Pacific. With extensive experience in the lighting industry and a proven track record in leading ARRI Asia to remarkable growth, Jimmy is well-positioned to lead the lighting business to new heights. In addition to his new role, Jimmy will remain as Country Manager ARRI Asia.

Jimmy and Carlos will directly report to Bertrand Dauphant, President and CEO ARRI Asia-Pacific, ensuring alignment with regional strategies and company objectives.



ARRI is confident that the enhanced management structure will continue to drive the organization toward further growth and prosperity within the Asia-Pacific market.

About ARRI:

“Inspiring images. Since 1917.” ARRI is a global player within the motion picture industry, employing around 1,600 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, Rental, and Solutions, as well as the subsidiary Claypaky, all dedicated to connecting creativity and future technologies for moving images and live entertainment. ARRI is a leading designer and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental’s first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world. ARRI Solutions offers high-quality virtual and traditional production infrastructure solutions and efficient, integrated workflows to a broad range of studio operators, producers, and enterprises. Claypaky fascinates audiences worldwide with cutting-edge live entertainment and stage lighting.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 19 scientific and technical awards from the Academy of Motion Picture Arts & Sciences and six Engineering Emmys from the Television Academy and the National Academy of Television Arts & Sciences.

For locations and more information, please visit www.arri.com.