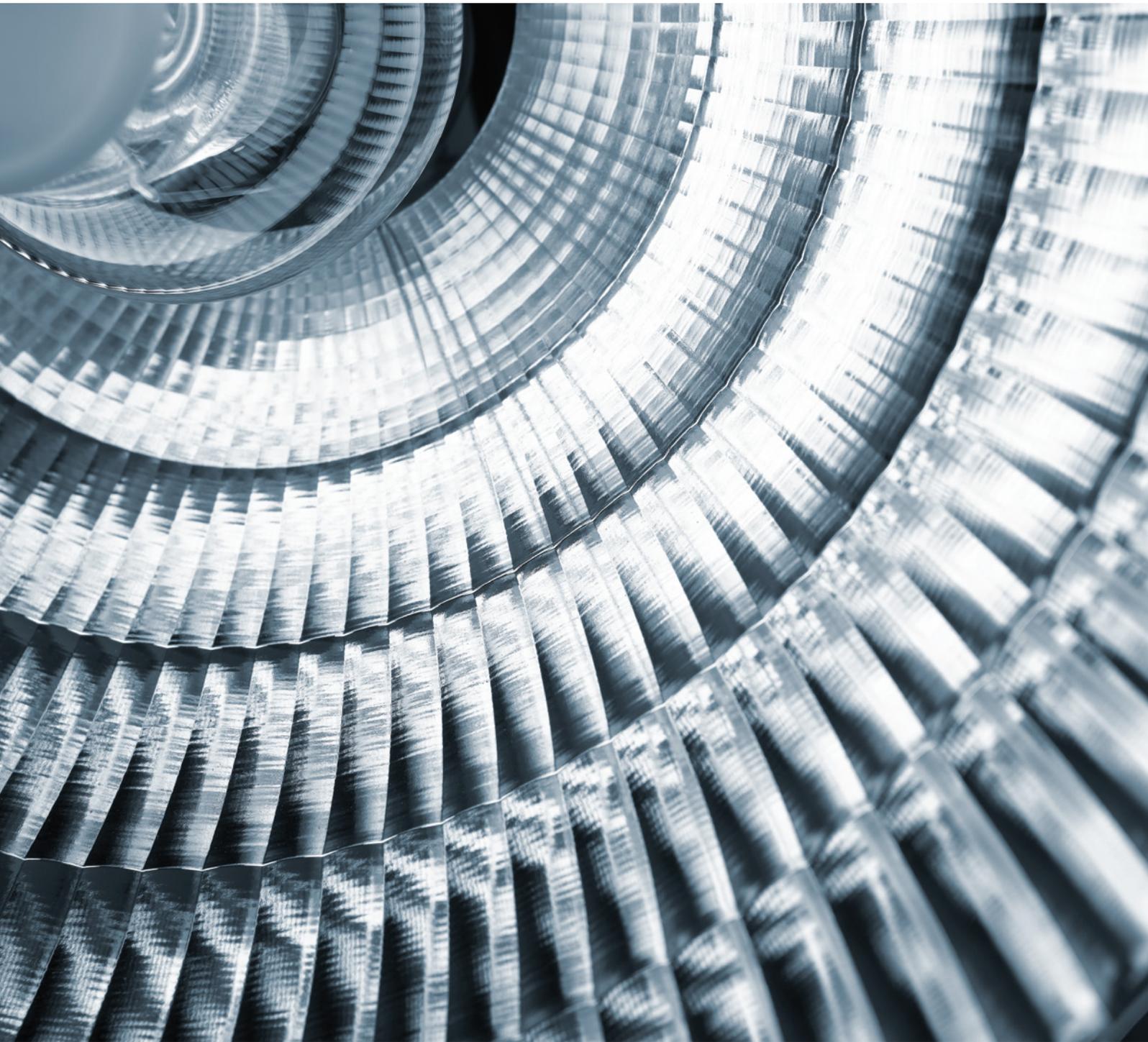


# MAX Technology

More light, less work



# ARRI MAX Technology

With the Academy Award-winning, lensless 18/12 ARRIMAX, ARRI unveiled a new type of reflector. It was used again for the M18, which introduced a new power class and redefined on-set workflows. These fixtures made lighting easier and demand increased for the same technology to be applied to traditional power classes; this led to the release of the M40 and M90, establishing the concept of an entire product range positioned under the banner of MAX Technology.

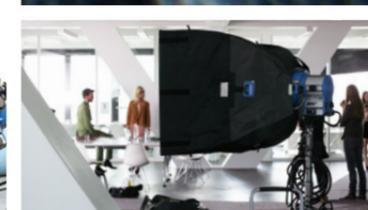
The most recent addition to the MAX Family is the M8, which is the smallest lighting fixture in ARRI's highly successful M-Series of HMI lampheads.

**MAX Technology is a unique reflector design invented and patented by ARRI. Combining the best elements of PAR and Fresnel fixtures, units incorporating MAX Technology are open-face and thus very bright. They are focusable over a range of 35° or more, producing a clear, crisp shadow. With the M8 at one end and the ARRIMAX 18/12 at the other, the M-Series is now complete. Comprising five state-of-the-art lampheads that between them offer a range of nine evenly-staggered wattage options from 800 W up to 18,000 W, the M-Series represents a comprehensive daylight toolset of the highest quality.**

**MAX Technology means more light but less work. It speeds up working practices by eliminating the need to handle heavy, breakable lenses on set, reducing the total cost of ownership and simplifying inventory. Due to these advantages, MAX Technology has already been extended to other lampheads such as the tungsten ARRILITE 750 Plus and ARRILITE 2000 Plus, and will continue to be employed in more products in the future.**

The MAX Technology brand encompasses all ARRI products with a MAX reflector. This innovative reflector design is only available from ARRI, ensuring you get cutting edge technology from the world market leader in motion picture and television lighting.

More light, less work





### M8: 800 W Daylight

The M8 is the latest and smallest lighting fixture in ARRI's highly successful M-Series of HMI lampheads. The combination of an open face design and the unrivalled efficiency of the MAX reflector makes the M8 exceptionally bright; in fact, the light output produced by its 800 W lamp comes close to the output from a 1,200 W Fresnel or PAR (with lens). The unit can be focused between 15° and 62° just by turning the focus knob, producing a remarkably even light field and a crisp, clear shadow.



### M18: 1.8 kW Daylight

The M18 "BABYMAX" combines MAX Technology, True Blue features and a new 1,800 W lamp. The result is an exciting new class of HMI that can be powered from most domestic sockets. It is as small as a 1,200 W PAR lamphead but with 70% higher light output. Adjustable from 20° to 60° beam angle, the M18 can also be used with 1,200 W lamps.



### M40: 4/2.5 kW Daylight

The M40 gives greater light output than a 4K PAR due to its MAX reflector. It is focusable over a range of 18°-52° beam angle. Eliminating heavy but fragile lens sets makes the lamphead ideal for rough location use, speeds up workflows and reduces the total cost of ownership. The M40 can be used with 2,500 W or 4,000 W lamps.



### M90: 9/6 kW Daylight

The M90 packs a lot of punch into a small package. In fact the light output produced with a 9,000 W lamp and the MAX reflector comes close to the output from a 12K PAR fixture with lens. The unit is also focusable from 16° up to 49° just by turning the focus knob, producing a remarkably even light field and a crisp, clear shadow. The elimination of spread lenses speeds up the workflow on set.



### ARRIMAX: 18/12 kW Daylight

The original Academy Award-winning ARRIMAX remains the ultimate choice for productions requiring maximum light output. The 580 mm (22.83") diameter, parabolic faceted reflector provides continuous focus adjustment from 15° to 50° beam angle.

*"No heavy lenses, a light beam that is easy to control, great handling and the highest efficiency of daylight fixtures ever. To me the M-Series is the ultimate modern daylight system."*

*Gaffer Helmut Prein (Cloud Atlas)*



Learn more: [www.arri.com/lighting](http://www.arri.com/lighting)



### ARRILITE 750 Plus: 750 W Tungsten

Due to the continuing popularity of its ARRILITE range, ARRI has introduced two new fixtures that represent the next generation of these traditional, open-faced lights. With improved functionality and simplified maintenance,



### ARRILITE 2000 Plus: 2 kW Tungsten

they perfectly cater to the demanding production environments of today's film and television industries. By using the MAX technology reflector, both fixtures offer high light efficiency.

#### **EMEA (Europe, Middle East, Africa, India)**

**Arnold & Richter Cine Technik  
GmbH & Co. Betriebs KG.  
Business Unit Lighting & System Group**  
Ernst-Augustin Str. 12  
12489 Berlin, Germany  
Tel: +49 (0)30 678233 0  
Fax: +49 (0)30 678233 99  
sales-lighting@arri.de

**ARRI Italia S.r.l.**  
Viale Edison 318  
20099 Sesto San Giovanni (Milano), Italy  
Tel: +39 (02)262 271 75  
Fax: +39 (02)242 1692  
info@arri.it

#### **AMERICAS**

**ARRI Inc. / West Coast & Mexico**  
600 North Victory Blvd.  
Burbank, CA 91502-1639, United States  
Tel: +1 (818)841 7070  
Fax: +1 (818)848 4028  
info@arri.com

**ARRI Inc. / East Coast**  
617 Route 303  
Blauvelt, NY 10913-1109, United States  
Tel: +1 (845)353 1400  
Fax: +1 (845)425 1250  
info@arri.com

**ARRI Inc. / Central & Southern America**  
2385 Stirling Road  
Fort Lauderdale, FL 33312, United States  
Tel: +1 (954)322 4545  
Fax: +1 (954)322 4188  
info@arri.com

**ARRI Canada Limited**  
1200 Aerowood Drive, Unit 29  
Mississauga, Ontario L4W 2S7, Canada  
Tel: +1 (416)255 3335  
Fax: +1 (416)255 3399  
info@arri.com

#### **ASIA / PACIFIC**

**ARRI Asia Ltd.**  
2203B, The Centrium  
60 Wyndham Street  
Central, Hong Kong  
Tel: +852 2571 6288  
Fax: +852 2875 9181  
info@arriasia.hk

**ARRI China (Beijing) Co. Ltd.**  
Chaowai SOHO Tower C  
6/F, Suite 0628/0656  
Chaowai Dajie Yi 6  
100020 Beijing, China  
Tel: +86 (10)5900 9680  
Fax: +86 (10)5900 9679  
store@arrichina.com

**ARRI Australia Pty Ltd**  
Level 1, Unit 1, 706 Mowbray Road  
Lane Cove NSW 2066  
Sydney, Australia  
Tel: +61 (2)9855 4300  
Fax: +61 (2)9855 4301  
info@arri.com.au