



Lights, camera, action at ARRI Camera specialist relies on videoconferencing systems from Lifesize



ORGANIZATION

Arnold & Richter Cine Technik, Munich, Germany

With its headquarters in Munich, the ARRI Group is the worldwide largest producer and distributor of film cameras and products for digital film processing and lighting. In recognition of its products, the company, in business for over 90 years, has so far received 17 awards – statuettes and technical Oscars – from the Academy of Motion Picture Arts and Sciences.



Challenge

ARRI has multiple production and development locations in Germany and is represented by its subsidiaries throughout the world. The company looked for a suitable video communication system in order to simplify communication between its employees and to save travel costs.



Solution

ARRI opted to use Lifesize solutions consisting of a combination of room systems and mobile applications. For the room system, it was decided to use the IP-based video communication system Lifesize® Room 220™, which is used in 22 conference rooms at 13 locations around the world. Lifesize® UVC Multipoint™, which multiple participants can use to connect to different clients in a conference, is at the heart of the system.



Results

For a long time, video communication at ARRI took place primarily via room systems. With the introduction of Lifesize® UVC ClearSea™, the board of directors in particular were able to take part in important meetings while out of the office. Since then, use of the mobile solution by the employees has increased dramatically thanks to its ease of use.



“Telephone calls simply do not allow fine details in communication to be conveyed. We also talk about products and developments that need to be presented visually on a relatively frequent basis. A mere sound connection is more of a hindrance in such cases.”

- FLORIAN WERBINEK,
IT-SERVICES, ARRI

Challenge

The company is represented at multiple production and development locations in Germany and has subsidiaries throughout the world. Against this backdrop, video conferences appeared to be the best way for the employees to communicate with each other. “Telephone calls simply do not allow fine details in communication to be conveyed,” says Florian Werbinek from the IT Services department at ARRI. “We also talk about products and developments that need to be presented visually on a relatively frequent basis. A mere sound connection is more of a hindrance in such cases.” The company also wanted to save travel costs without having a negative impact on the personal contact between employees.

Using Messenger with video communication was also not an option for ARRI. With the expert eyes of a camera producer, ARRI took a close look at various systems and approaches. “We had a look at Skype and other programs, but were not happy with the image and sound quality,” said Werbinek. “These solutions are just not up to scratch compared with a custom-made video conference solution.” Furthermore, communication concerning new developments should take place via a secure private network – a requirement that messaging services are unable to fulfil. These programs are also unable to compete with a dedicated solution for conferences with multiple participants.

In addition to the high image and sound quality, the Lifesize products' user friendliness in particular set them apart from the competition. This was particularly apparent when compared with a wide range of test equipment that ARRI had ordered from various producers. “It is quite simple to set up a connection and plan meetings. The implementation was also very easy for the IT department,” said Werbinek. “While a bit of background knowledge about networks isn't a bad idea, the effort involved is very minimal for a normal IT administrator.” The Lifesize tool for the IT department is called Lifesize UVC Manager and serves as the control centre for the entire worldwide installation of the individual components. Schedules, configurations and upgrades can be managed and executed largely automatically via a user-friendly interface. Moreover, the responsible employees are kept up to date at all times with email warnings and graphic reports.



Florian Werbinek and his colleague in a Videoconference at ARRI with Lifesize solutions



“The sound quality is at an extremely high level. With the solution, you can hold conferences as if you were really on location.”

- FLORIAN WERBINEK, IT-SERVICES,
ARRI

Solution

ARRI now relies on a combination of room systems and mobile applications. For the room system, it was decided to use the IP-based video communication system Lifesize Room 220, which is used in 22 conference rooms at 13 locations in Munich, Berlin, London, Sydney and Vienna, as well as at multiple subsidiaries in the USA and Canada.

An HD video conference camera with 10x optical zoom ensures first-class image quality. Equipment such as whiteboards can be controlled quickly and precisely via presets. The excellent sound quality is ensured by the second-generation Lifesize Phone with omnidirectional function. “The sound quality is at an extremely high level,” Werbinek confirms. “With the solution, you can hold conferences as if you were really on location.”

Lifesize UVC Multipoint, which multiple participants can use to connect to different clients in a conference, is at the heart of the system.



Lifesize Room 220



“It offers so many advantages over classic telephone conferences or an expensive business trip that it will surely pay for itself in the short term.”

- FLORIAN WERBINEK,
IT-SERVICES, ARRI

Results

In the past, video communication at ARRI took place primarily via the room systems. Only occasionally did an additional participant dial in via a mobile client. The board of directors in particular used this function to take part in important meetings while out of the office.

This has changed with the introduction of Lifesize UVC ClearSea. Users can set up or join a video conference from any laptop with this solution. Employees are also able to download app clients for iPhones and iPads as well as Android devices without any problems. PDF files and presentations can also be transferred using this software. “Mobile solutions have long been part of Lifesize’s portfolio, but their quality has increased again considerably with the current version,” says Werbinek. Furthermore, increasing numbers of external ARRI partners are accessing conferences via the Lifesize solution. “Video conferences are therefore likely to become even more popular at the company,” said Werbinek.

The implementation and operation of the Lifesize have enjoyed a very positive reception at ARRI. “We can easily communicate with each other and reap the benefits of video communication,” said Werbinek. “It offers so many advantages over classic telephone conferences or an expensive business trip that it will surely pay for itself in the short term.”

Learn more

Make sure to check out our other case studies at www.lifesize.com/successstories to learn more about how Lifesize is transforming business communication.

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