

Michael Bravin, Vice President of Market development for ARRI, Inc.

Michael is responsible for developing new markets for ARRI with focus on the new Alexa line of cameras. He works closely with cinematographers in their transition from traditional film methodologies and workflows to take full advantage of the digital tools available today and into the future.

Prior to his position with ARRI Michael was CTO at Band Pro Film & Digital from 1994-2009. At Band Pro he was responsible for their pioneering efforts in the 90's to bring electronic tools and workflows to the film community. He worked closely with Sony and Zeiss to develop electronic cameras and high performance lenses to meet the demands of the motion picture film, television and commercial markets.

Prior to his tenure at Band Pro, Michael worked with Abekas Video Systems, a company that made some of the first digital post and production tools in the transition from analog to digital production. He also was with California Communications, Inc, and early in his career he worked for NBC Sports in live sports television production.

Michael was a founding member of the Santa Fe High Definition Workshops in 2000. The SFHD Workshops trained cinematographers, camera operators, DIT's and producers in the methods and practices of digital cinematography. With workshops in Asia, Europe, Latin America, Canada and the US, the SFHD Workshops prepared the market for the coming transition to digital electronic cinematography.

Michael has a broad technical background in production and post production which he brings to bear in his educational and support activities. He has a reputation for making complicated technical and engineering principles simple and straightforward for production creatives.

He is an Associate member of the ASC, SMPTE, and The Digital Cinema Society.