

- Press Release -

Filters by SCHNEIDER KREUZNACH give the successful U.S. television series “Glee” its distinctive Hollywood look

BAD KREUZNACH, 15 February 2011.

The American cameraman and producer Christopher Baffa uses special filters made by Schneider-Kreuznach for the lavishly produced musical scenes in “Glee”, the latest award-winning television series from the United States. “Schneider-Kreuznach Classic Soft filters are effective because they perform wonderfully while not calling attention to themselves. In our musical performances, we photograph a tremendous range of contrast in our lighting situations. Classic Soft filters are perfect for a sharp image with intensive colors, without weakening or ‘milking out’ the blacks.” says Christopher Baffa, head cinematographer. Schneider-Kreuznach Classic Soft filters for camera lenses are available in 4 x 4, 4 x 5.650 and 6.6 x 6.6 inch sizes. Camera crews at U.S. film studios have been using them for many years. Hundreds of tiny micro lenses provide a precise yet soft image – perfect for the typical highly polished Hollywood look.

“Glee” has already won 20 prestigious awards in the U.S. including the Golden Globe 2010 for the “best series”. It has become a pop culture phenomenon there. The ingredients for its success are a profound story with lots of emotions and a good portion of black humor that makes viewers laugh and cry at the same time. The series was created by Ryan Murphy and produced by 20th Century Fox Television.

About the Schneider Group:

The Schneider Group specializes in developing and producing high-performance photographic lenses, cinema projection lenses, as well as industrial optics and precision mechanics. The group comprises Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), Schneider Kreuznach Isco Division (Göttingen), Schneider-Optics (New York, Los Angeles), Schneider Bando (Seoul), Schneider Asia Pacific (Hong Kong) and Schneider Optical Technologies (Shenzhen). The company’s main brand is “Schneider-Kreuznach”. It has around 620 employees worldwide, with 330 based in its German headquarters. For years now the group has been a world market leader in the area of high-performance lenses.

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