

- Press Release -

## **Cine-Xenar III: SCHNEIDER KREUZNACH presents the third generation of its film lenses**

BAD KREUZNACH, 9 May 2012.

Schneider-Kreuznach has expanded its successful series of Cine-Xenar prime lenses with an 18mm variant (T2.2/18mm). In addition, the T2.2/25mm, T2.1/35mm, T2.0/50mm, T2.0/75mm and T2.0/95mm lenses have been reworked and now feature an inner focusing system especially for the needs of cinema and TV producers. The lenses all have exactly the same dimensions: The length and front diameter are identical and all focus and iris gears are in the same position, making it easy to change the lenses without having to readjust the follow focus systems and matte boxes or other accessories.

Cine-Xenar lenses stand out with their high optical quality, low distortion and the possibility of ultra-close focusing. In addition, they are designed to reduce breathing to a minimum. According to Daniela Kesselem, MPTV product manager at Schneider-Kreuznach, "With its Cine-Xenar prime lenses, Schneider-Kreuznach now offers a creative tool for a wide range of applications using digital and 35mm film cameras or compact DSLR HD cameras with APS-C format."

Not only do the Cine-Xenar lenses produce excellent image quality, they also feature a telecentric design that guarantees uniform illumination together with the electrical image sensors. By utilizing up to 18 iris blades, the lenses produce an excellent "bokeh" effect. The lenses' high aperture and robust construction support the implementation of creative ideas. With the high-tech production technologies developed by the Schneider-Kreuznach Group, it is now possible to create pictures of hitherto unknown quality.

The lenses were primarily developed for RED, ARRI, Canon, Sony and Panasonic professional cameras with a PL mount. Thanks to their exchangeable camera mount, these versatile Cine-Xenar cinema lenses can also be used with semiprofessional digital SLR cameras such as the Canon EOS 7D. For Schneider-Kreuznach, it was a logical step to offer high-quality cinema lenses for DSLR cameras as these modern cameras feature APS-C sensors with video function in full HD resolution.

Über die Schneider-Gruppe:

Die Schneider-Gruppe ist spezialisiert auf die Entwicklung und Produktion von fotografischen Hochleistungsobjektiven, Kino-Projektionsobjektiven sowie Industrieoptiken und Feinmechanik. Zur Gruppe gehören die 1913 in Bad Kreuznach gegründeten Jos. Schneider Optische Werke sowie die Tochtergesellschaften Pentacon (Dresden), ISK Optics GmbH (Göttingen), Schneider-Optics (New York, Los Angeles), Schneider Bando (Seoul), Schneider Asia Pacific (Hongkong) sowie Schneider Optical Technologies (Shenzhen). Hauptmarke ist "Schneider-Kreuznach". Weltweit sind etwa 660 Mitarbeiter beschäftigt, davon 360 am deutschen Stammsitz. Seit Jahren zählt die Unternehmensgruppe zu den Weltmarktführern im Bereich der Hochleistungsobjektive.

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