

- Press Release -

## **CDP 3500 MA: SCHNEIDER KREUZNACH full HD home cinema projector available from April 2011**

BAD KREUZNACH, 1 February 2011.

Schneider-Kreuznach's first high-end home cinema projector CDP 3500 MA will be on the market from April 2011. At the heart of the new full HD DLP projector is the next generation of the company's proven Cine-Digital lenses that have been refined especially for this product. "Our entry into the home cinema and projector market brings us full circle. Schneider-Kreuznach is famous for its high-precision photographic lenses. We are now putting the same precision and passion into making our new home cinema projection lenses," says Dr. Josef Staub, CEO of the Schneider Group.

A core element of the new home cinema projector is an enhanced Cine-Digital projection lens from Schneider-Kreuznach. The device's frame and electronics were developed by a partner that is an industry leader. The new CDP projectors are consistently designed as a modular system: Thanks to professional interchangeable and anamorphic lenses with both manual and automatic positioning, they fulfill almost every customer's wish. The first projector from Schneider-Kreuznach boasts technical data that are outstanding in its product class: full HD resolution (1080p, native), extremely high contrast and a brightness of 3500 lumens. These performance data make the projector a high-end device. "The CDP 3500 MA is a top-of-the-range home cinema projector. A fully-integrated anamorphic lens with automatic positioning makes it possible to project movies in Cinemascope format (21:9) without the annoying black bars above and below the image but with full resolution and light intensity," says Detlev Reimler, Head of Projectors at Pentacon GmbH, a subsidiary of the Schneider Group.

Schneider-Kreuznach has been producing and distributing professional cinema equipment since 1915. It was presented with the Technical Achievement Award, the so-called Technology Oscar, by the Academy of Motion Picture Arts and Sciences in Beverly Hills, Los Angeles, for the first time in 1976. This coveted prize has been awarded to cinema lenses from Bad Kreuznach seven times in total.

#### About Pentacon:

Pentacon is a subsidiary of the Schneider Group with headquarters in Dresden. The company's core competences are traditionally in the area of photo-optical and precision manufacturing (metal and plastic), opto-electronic measuring technology and the production of ultra-high resolution cameras. It is also responsible for the worldwide distribution of PRAKTICA and EXAKTA compact cameras.

#### 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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