

- Press Release -

## **photokina 2010: SCHNEIDER KREUZNACH cinematography meet DSLR cameras**

BAD KREUZNACH, 20 September 2010.

Schneider-Kreuznach now provides photographers with a creative tool from the world of cinematography with its Cine-Xenar lens. In this way, the company is responding to the trend towards videography with single-lens reflex cameras. Thanks to their exchangeable camera mount, the versatile Cine-Xenar cinema lenses can be used with semiprofessional digital SLR cameras such as EOS 7D, the modern APS-C DSLR camera from Canon, but they can be adapted just as quickly and easily to professional cameras with a PL mount such as RED ONE and ARRI Alexa. The Cine-Xenar lenses are available with focal lengths of 25 to 95 mm. It was a logical decision for Schneider-Kreuznach to offer high-quality cinema lenses for DSLR cameras as these modern cameras feature large APS sensors and usually a video function in full HD resolution, i.e. with 1080 picture lines.

Any digital single-lens reflex camera can now be turned into a high-quality full HD camera using a mattebox, a special hand grip and follow focus. The company Chrosziel markets Cine-Xenar lenses together with these accessories in a practical kit at a fair price.

Not only do the Cine-Xenar lenses produce excellent image quality, they also feature a telecentric design that guarantees uniform illumination in combination with the electrical image sensors. The iris has up to 18 blades for an excellent bokeh effect. The latest processing and manufacturing technologies have been used in the serial production of this lens to create pictures of hitherto unknown quality.

For more information on photo technology from Schneider-Kreuznach, visit us at photokina 2010 from 21 to 26 September in hall 4.2, booth D 021.

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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