

- Press Release -

## **Home cinema in Cinemascope®: SCHNEIDER-KREUZNACH presents a new high-end anamorphic lens**

BAD KREUZNACH, 16 August 2010.

Schneider-Kreuznach has expanded its range of anamorphic lenses for home cinema. With the new CDA 1.33x MF Première lens, the increasingly popular Cinemascope® image format (2.35:1) can now be displayed without distortion using any high-end 16:9 home cinema projector. The Première anamorphic lens enables full HD resolution, even in Cinemascope® format, and completely eliminates “letterboxing”, i.e. the black bars that appear above and below the image.

Thanks to MF Première’s multilayer antireflection coating, colors appear more vibrant and the image is transported from the projector to your screen without loss or distortion. MF Première stands for state-of-the-art Cinemascope® home cinema. Schneider-Kreuznach cinema lenses are world renowned for their highly efficient light transmission, faithful color rendition, and superior definition.

The CDA 1.33x MF Première anamorphous lens is suitable for all large DLP, LCD, LCOS, and D-ILA projectors with a chip diameter of up to 2.3 inches (5.84 cm). Four high-quality cylindrical glass lenses arranged in two groups ensure a transmission of over 96.5 percent.

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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