

- Press Release -

CDP 3500: SCHNEIDER KREUZNACH introduces its own home cinema projector

BAD KREUZNACH, 20 September 2010.

The CDP 3500 is the first in a new series of Schneider-Kreuznach high-end home cinema projectors. At the heart of this new full HD DLP projector is the next generation of proven Schneider-Kreuznach Cine-Digital lenses that have been refined especially for this product. "We are now actively entering the market for home cinema projectors with the CDP 3500, a premium product that meets both our high standards and those of our customers," 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. Its 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 also 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. "At the top of the range, the CDP 3500 AM with a fully integrated CDA 1.33x anamorphic lens with automatic positioning can be used to project movies in Cinemascope format, i.e. with an extra-wide aspect ratio of 21:9, without the annoying black bars above and below the image but with full resolution and light intensity," says Detlev Reimler, Sales Manager for Projectors at Pentacon GmbH, a subsidiary of the Schneider Group.

Schneider-Kreuznach has produced and distributed professional cinema equipment since 1915, and 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.

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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