

- Press Release -

SCHNEIDER KREUZNACH wins a photokina Star for its new tilt/shift lenses

BAD KREUZNACH, 24 September 2010.

The new Schneider-Kreuznach lenses with tilt and shift mechanism presented at the photokina in Cologne have won the photokina Star 2010. Every year, the specialist magazines Photopresse and Digit! confer the prize to the best new products at photokina. "We award the photokina Star during the exhibition to new and innovative products that deserve the attention of professional photographers. The photographers' art is reflected in the fascinating images they create by controlling exposure, focus and perspective. Schneider-Kreuznach provides an outstanding range of high-quality tilt and shift lenses for digital compact and medium-format cameras to help them achieve this," Roland Franken, Editor-in-Chief of digit!, gives the reasons for the award on presenting the Photokina Star.

Schneider-Kreuznach is currently presenting three new tilt/shift lenses for digital SLR cameras with full-frame image sensor at photokina: Super-Angulon 2.8/50 mm HM, Makro-Symmar 4.0/90 mm HM and APO-Digitar 5.6/120 mm HM Aspheric. "We are delighted that our new tilt/shift lenses are among the highlights at photokina 2010," says Wolfgang Berger, head of Corporate Communications at Schneider-Kreuznach. Thanks to the extremely precise and stable mechanics of the lenses, they allow the photographer to consciously control and shift the focal plane, creating new opportunities for image composition. The combination of these robust mechanics and Schneider-Kreuznach's characteristic high-resolution optics makes the three new lenses a universal tool for professional photographers and enthusiastic hobby photographers alike. Due to the large image circle of the lenses, they can be shifted by 12 mm and tilted by 8 degrees simultaneously. Both the tilt and shift mechanisms can be rotated by 360 degrees so that adjustments can be made in any direction and independently of each other.

For more information on photo technology from Schneider-Kreuznach, visit us until 26 September at photokina 2010 in Cologne, 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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