

- Press Release -

SCHNEIDER KREUZNACH is awarded a photokina STAR for its Micro Four Thirds lenses

BAD KREUZNACH, 20 September 2012

The new Schneider-Kreuznach range of lenses for mirrorless system cameras of the Micro Four Thirds standard presented at photokina, the world's leading exhibition for photography and imaging, have won the photokina STAR 2012. Every year, this coveted prize for innovative products is conferred by a jury from the specialist magazines Photopresse and Digit!. With its powerful high-end lenses, Schneider-Kreuznach introduces high-performance professional technology to the growing field of mirrorless system cameras. "We are delighted that our lenses are among the highlights at photokina," says Harald Barth, head of photography at Schneider-Kreuznach. The lenses (14 mm wide-angle, 30 mm universal, 60 mm macro) for ambitious photographers will be available in the shops at the end of 2013.

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), ISK Optics GmbH (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 660 employees worldwide, with 360 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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