

- Press Release -

## **B+W presents new products at photokina 2010**

**B+W introduces its latest products at photokina, including a polarising filter for the ultra-slim XS-Pro Digital range of filters, a brand-new high-tech coating for lenses in the XS-Pro Digital filter range, effect filters and new products in the accessories department.**

BAD KREUZNACH, 20 September 2010.

The successful range of ultra-slim XS-Pro Digital filter mounts has been extended to include a polarising filter that is ideally suited to modern DSLR cameras with wide-angle zoom lenses. It has a front thread for adding accessories such as a lens hood or a snap-on lens cap.

B+W only uses Kaesemann-type high-quality circular polarising filters for its XS-Pro Digital range. The diameters vary from 49 to 82 mm. All filters in the XS-Pro premium filter product line now feature the newly developed MRC nano coating. In addition, the neutral density filters 103, 106 and 110 come either with a single-layer coating on both sides or with the usual MRC coating. The standard circular polarising filter has also been adapted and now has a single-layer coating on both sides.

The B+W Lens Cleaner II has been given a new, alcohol-free recipe. This means it can be used to clean not only high-quality optical glass surfaces such as filters or lenses, but also LCD and TFT monitors. A further addition to the B+W range is the Snap Cap Pro: a snap-on protective cover with deep, wide depressions that make it easy to hold. With a freestanding lens, the double mechanism allows it to be handled from the edge as accustomed.

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.

Contact:

Jos. Schneider Optische Werke  
Wolfgang Berger  
Ringstrasse 132  
55543 Bad Kreuznach  
Phone: +49 671-601-287  
Fax: +49 671-601-289  
bergerw@schneiderkreuznach.com  
www.schneiderkreuznach.com

fishermen communications GmbH  
Fabian Parusel  
Kaiserstrasse 61  
60329 Frankfurt am Main  
Phone: +49 69-210860-0  
Fax: +49 69-210860-21  
fparusel@fishermen.de  
www.fishermen.de