

- Press Release -

SCHNEIDER KREUZNACH at photokina 2010: new B+W photo filters now with nano coating

BAD KREUZNACH, 20 September 2010.

The photo filters in Schneider-Kreuznach's range of premium photo filters XS-Pro Digital presented at photokina 2010 have been given a new coating: MRC nano. This newly developed coating is based on nanotechnology. It ensures a maximum antireflection effect, thus eliminating troublesome scattered light. Thanks to its low residual reflection of under 0.5%, it prevents ghost and double images that can be caused by return reflections from the image sensor. The new coating enhances the hardness of the top layer, improving the dirt and water-repellent properties of the coating. MRC nano has been developed especially for the XS-Pro premium filter range and is available in the following diameters: 49, 52, 55, 58, 60, 62, 67, 72, 77, 82 and 86 millimeter.

Schneider-Kreuznach almost exclusively uses Schott color glasses when manufacturing its high-precision filters. B+W filters are produced using state-of-the-art technology and are subject to consistent quality controls throughout, right up to the final inspection. All models are constantly being further developed. In this way, Schneider-Kreuznach guarantees high-quality filters at global market leader level.

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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