

- Press Release -

## **Two Xenons, a Makro-Symmar and a Super-Angulon: SCHNEIDER KREUZNACH unveils four new lenses at photokina**

BAD KREUZNACH, 17 September 2012

Schneider-Kreuznach introduces not just one but several completely new lenses for full frame single-lens reflex cameras at photokina 2012. A Makro-Symmar and a new Super-Angulon as well as two new Xenon lenses are among the highlights at the photo industry's most important trade fair.

A newly recalculated Makro-Symmar with a focal length of 85 millimeters and an aperture of 2.4 will be presented. The range of DSLR lenses has been expanded to include two fixed focal lengths of 35 and 50 millimeters and a fast 1.4 aperture. A new tilt-shift lens is also among the new products: The 28/4.5 Super-Angulon Aspheric is a wide-angle lens especially designed for architectural photography.

With these four newly recalculated lenses Schneider-Kreuznach meets ever increasing demands resulting from a continuous decrease in pixel size. They have been optimized for maximum performance for the latest sensor sizes and feature outstanding imaging performance. The high optical quality of the lenses was achieved by using high-quality material. "All lenses are calculated in Bad Kreuznach, where they are manufactured with the highest precision. We are particularly proud of the high image quality and the modern design of these new lenses," says Frithjof Spangenberg, product manager for Photo Imaging at Schneider-Kreuznach. All lenses are available with bayonet mounts for Canon EOS, Nikon-F, Sony Alpha and Pentax-K.

The new products at a glance: 85 mm/2.4 Makro-Symmar, 28 mm/4.5 Super-Angulon Aspheric, 35 mm/1.4 Xenon and 50 mm/1.4 Xenon.

For more information on all new Schneider-Kreuznach products, visit us at photokina 2012 from 18 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 consists of Jos. Schneider Optische Werke, founded in Bad Kreuznach in 1913, and its subsidiaries Pentacon (Dresden), ISK Optics (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". The group has around 660 employees worldwide, with 360 based at its German headquarters, and has been a world market leader in the field of high-performance lenses for many years.

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