



NEWS
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**Schneider Cine-Digital Anamorphic 1.33x Lens
brings professional-quality, full-screen
Cinemascope® to digital home theatre**

*Enables 16:9 projectors to create an ultra-sharp 2.35:1 image, utilizing
the projector's every pixel and eliminating "letterbox" black bars*

Van Nuys, CA, June 8, 2007 – Schneider Optics, the well known lens and professional filter manufacturer, now enables digital home theatre owners to achieve incredible full-screen Cinemascope® images and eliminate "letterboxing," with the Cine-Digital Anamorphic 1.33x Lens.

Letterboxing refers to the black bars that appear above and below the image when a 16:9 projector with a conventional lens projects a Cinemascope® movie. The Cine-Digital Anamorphic Lens enables 16:9 aspect ratio digital projectors to create full-screen 2.35:1 (Cinemascope®) images on superwide format home theatre screens. With all of the projector's pixels being used, the black bars are eliminated and the resulting image fills the full height and width of the screen with images of superior brightness and maximum resolution.

"One of the last technical issues attenuating the true movie experience at home was the ability to fully display superwide 2.35:1 images," explained Schneider Optics CEO Dwight Lindsey. "The Cine-Digital Anamorphic Lens eliminates wasted screen space, and enables home theatre users to project Cinemascope the way professionals do, unleashing the image power of every pixel in the projector to deliver the full impact of what the cinematographer intended to present."

The Schneider Cine-Digital Anamorphic Lens can also be used to expand 4:3 images to a 16:9 aspect ratio. High-definition video that has been down-converted to standard-definition (with the squeeze option) can be projected at the original aspect ratio without distortion of the image's geometry.

Schneider also offers two elegantly simple yet rugged motorized solutions for deploying a Cine-Digital Anamorphic 1.33x Lens.

A wealth of information on digital home theatre is available at www.schneideroptics.com, including "PowerPoint Presentations on Home Theatre Anamorphic Conversion" and "A Brief History of Wide-Screen," as well as a "Projector Minimum Throw Ratios Chart" to help determine the optimal projector placement of the Cine-Digital Anamorphic Lens in any room.

(MORE)

Schneider Cine-Digital Anamorphic 1.33x Lenses have an MSRP of \$4,200, and are available for immediate delivery.

World-Renowned Quality

Schneider Cine-Digital lenses set a new standard for lens performance in Digital Cinema and large-venue, high-brightness digital projection applications. They are designed and tested to be brighter, sharper and more uniform than any other lenses for digital projection. All Schneider lenses for digital projection systems are built to the same high standards that have made Schneider lenses for film projection world-renowned for superior sharpness, highly-efficient light transmission, low distortion, and faithful color rendition.

About Schneider Optics

Schneider Optics is a leading manufacturer and distributor of photographic equipment. It provides the world's highest quality photographic optics, including Schneider professional cinema projection lenses, home cinema projection lenses, world-renowned Schneider filters for motion picture and television production, B+W filters, and a wide range of lenses and accessories for digital and film photography and video.

For more information contact Schneider Optics, Inc., 7701 Haskell Avenue, Van Nuys, CA 91406 USA. TEL: +1 800 228-1254; FAX: +1 818 505-9865; info@schneideroptics.com or visit www.schneideroptics.com. To contact Dan Drook directly call +1 574-453-2200 or email ddrook@schneideroptics.com.

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Cinemascope® is a registered trademark of 20th Century Fox Corporation.

Editor please note: High resolution files for the images below are available.



Without a Cine-Digital 1.33x Anamorphic Lens, a conventional 2.35:1 image on a 1.78:1 (16:9) screen results in unsightly black bars and unused pixels (lost resolution).



With a Cine-Digital 1.33x Anamorphic Lens, full height and width of the 2.35:1 superwide screens are filled without distortion, delivering maximum resolution with no black bars.



The Schneider Kino-Torsion motorized mechanism swings the anamorphic lens precisely into and out of position in a graceful motion similar to the gentle swing of a door.



The Schneider Kino-Linear motorized mechanism slides the anamorphic lens precisely into and out of position in smooth horizontal; linear motion.



The Schneider Cine-Digital 1.33x Anamorphic Lens enables true superwide screen Cinemascope® projection in home theaters.