



**NEWS
FOR IMMEDIATE RELEASE**

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**NEW BROCHURE AVAILABLE FOR SCHNEIDER CINE-DIGITAR
LENSES AND ACCESSORIES FOR DIGITAL HOME THEATRE**

*Features Cine-Digital 1.33x Anamorphic lens for home theatre Cinemascope®, and
Converter lenses for flexibility in projector placement and projected image size*

Van Nuys, CA, June 19, 2007 – Schneider Optics, the well known lens and professional filter manufacturer, has announced the availability of new product literature for the Cine-Digital 1.33x Anamorphic lens, which provides an ideal solution for home theatre designers, installers and owners interested in projecting full-screen Cinemascope® images with 16:9 digital projectors.

When positioned in front of HD 1080p projectors, the Cine-Digital 1.33x Anamorphic lens enables users to fill the entire height and width of 2.35:1 format screens with optically superior images. With the entire screen being filled and every pixel of the projector being used, there are no “letterbox” black bars above and below the image, and the picture quality is optimized. The lens deploys easily via one of two Schneider Optics automatic deployment mechanisms; the Kino-Linear or the Kino-Torsion, both of which are discussed in the brochure.

In addition to the 1.33x Anamorphic, Schneider offers 4 additional Cine-Digital anamorphic lenses for a range of uses and installations. Schneider also offers the Cine-Digital 0.72x Wide-Angle Converter lens and the 1.1x – 1.4x Zoom Tele-Converter lens, which are ideal for projecting the optimal image size when using digital projectors with non-interchangeable lenses, in rooms where projector placement is limited. Each of the above lenses is discussed in the new brochure.

The Schneider Cine-Digital 1.33 Anamorphic lens brochure is available for download online at www.schneideroptics.com, where visitors can also find additional detailed information on all Schneider Cine-Digital lenses. To receive a free printed brochure via mail, please contact Schneider Optics at +1 818 766-3715, or email info@schneideroptics.com.

(MORE)

Schneider is a leading manufacturer and distributor of optics. In addition to their world-leading cinema projection lenses, Schneider provides their world-renowned filters for motion picture production, and a wide range of lenses, filters and accessories for photographic and industrial uses.

The Schneider lens factory in Bad Kreuznach, Germany, has been constantly upgraded since opening in 1913 and is registered ISO9001, the highest such global quality standard.

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



Free Cine-Digital brochure available by mail, or via download at www.schneideroptics.com



The Cine-Digital 1.33x Anamorphic Lens enables digital home theatre owners to achieve incredible full-screen Cinemascope® images