

**FOR IMMEDIATE RELEASE**

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**Schneider Cine-Digital Anamorphic 1.33x Lenses  
for Home Cinema Selected by JVC for Their  
“Hi-Def Experience!” National Product Tour**

*2.35 Anamorphic lens system brings a true Cinemascope® experience to home theaters*

Van Nuys, CA, May 27, 2008 –Schneider Optics, Inc., the well-known lens and professional filter manufacturer, has announced that its Cine-Digital Anamorphic 1.33X Lens System is now included in the JVC “Hi-Def Experience!” tour to help demonstrate the capabilities of JVC home cinema projectors.

On the road from May 22, 2008 through October, 2008, the JVC “Hi-Def Experience!” tour will visit NASCAR events, air shows, county fairs, balloon festivals and other events across the country, offering consumers hands-on experience with JVC’s line of cinema projectors, high definition televisions, Everio hard drive camcorders and other products. JVC has outfitted two vehicles for the tour – a 48-foot double expandable tractor trailer truck and a 53-foot straight tractor trailer truck. The tour schedule includes nearly 30 events in 19 states, with a combined attendance of about 12.7 million.

*“We chose the Schneider lens for our projector demonstration because of its superior optics”, said Rod Sterling, Chief Engineer, JVC North America R&D Center. “We’re very proud of our projector and its performance capabilities, and we’ll be showing it off to thousands of people during this tour, so it’s important that we use a lens that delivers the best possible performance. After evaluating what was available, we decided that the Schneider lens offered the best optical performance combined with a well-designed mount.”*

Schneider’s Cine-Digital Anamorphic 1.33x Lens enables digital home cinema owners to achieve incredible full-screen Cinemascope® images without “letterboxing,” (the black bars that appear above and below the image when a 16:9 projector with a conventional lens projects a Cinemascope® movie).

Schneider Optics offers several Cine-Digital Anamorphic Lens solutions, one of which can 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 solutions for deploying Cine-Digital Anamorphic Lenses. Schneider’s Kino-Torsion and Kino-Linear deployment mechanisms are constructed for use in even the most demanding home cinema or corporate screening room applications. Both feature adjustments for displacement, pitch, yaw and roll, for easy precision lens alignment. Automatic deployment is possible using a 12 volt trigger or contact closure.

## **ABOUT THE JVC “HI-DEF EXPERIENCE TOUR”**

The JVC Hi-Def Experience! Tour vehicles offer exhibits and demonstrations including a home theater room featuring a demonstration of JVC’s award-winning DLA-HD100 home theater front projector and the TH-F3 Front Surround Home Theater System. Other exhibits and demonstrations include JVC P-Series TVs with built-in iPod docks and Everio Hard Drive Camcorders. Interactive presentations include a demonstration of how easy it is to shoot, edit and share video footage shot with a JVC Everio camcorder and an Everio Gem Game that will allow consumers to participate in a touch-screen matching game to win JVC products. JVC staff will be on hand to explain the products and answer consumers’ questions.

Tour stops will include the San Diego County Fair, Quick Chek Balloon Festival in Readington, New Jersey, Taste of Buffalo, Summerfest in Milwaukee, the Minnesota State Fair and many other similar events. Tour details, including a full schedule, can be found at [www.jvchdtour.com](http://www.jvchdtour.com).

## **ABOUT JVC COMPANY OF AMERICA**

JVC Company of America, headquartered in Wayne, New Jersey, is a division of JVC Americas Corp., a wholly-owned subsidiary of Victor Company of Japan Ltd., and a holding company for JVC companies located in North and South America. JVC distributes a complete line of video and audio equipment, including high definition displays, home theater products, camcorders, DVD players and recorders, home and portable audio equipment, mobile entertainment products and recording media. For further product information, visit JVC’s Web site at <http://www.jvc.com> or call 800-526-5308.

## **ABOUT SCHNEIDER OPTICS**

Schneider Optics is a wholly-owned subsidiary of Germany’s Schneider Kreuznach. It includes business units addressing the optical needs of a broad range of industries, including professional and consumer photography, cinema projection, motion picture/television production, and industrial optics. The company has offices in New York and California and their products are manufactured and sold under the brand names Schneider, B+W and Century.

For more information about Schneider Home Cinema Lenses 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](mailto:info@schneideroptics.com), or visit [www.schneideroptics.com](http://www.schneideroptics.com). To contact Dan Drook directly call +1 818-205-3131 or email [ddrook@schneideroptics.com](mailto:ddrook@schneideroptics.com).

*Cinemascope® is a registered trademark of 20<sup>th</sup> Century Fox Corporation.*

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