



**NEWS
FOR IMMEDIATE RELEASE**

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**SCHNEIDER KINO-TORSION MECHANISM
EASES DEPLOYMENT OF ANAMORPHIC LENSES**
*Compact, rugged, economical solution for screening rooms,
corporate media centers and home theatre applications*

Hauppauge, NY, June 19, 2007 – Schneider Optics, the well known lens and professional filter manufacturer, has introduced the Kino-Torsion™ deployment mechanism for anamorphic lenses used in a wide range of installations.

Unlike conventional linear assemblies, which slide anamorphic lenses across the front of the projector, the Kino-Torsion swings the anamorphic lens precisely into and out of position in a motion similar to the swing of a door.

“The Kino-Torsion represents a ‘clean sheet of paper’ approach to designing a better mechanism for deploying anamorphic lenses,” explained Schneider Optics CEO Dwight Lindsey. *“The mechanical design is elegantly simple while matching or surpassing the reliability and ruggedness of traditional linear motion systems...and it is lighter, smaller and less expensive than one would expect for such a high duty-cycle unit.”*

While the Schneider Kino-Torsion is ideal for demanding installations in screening rooms and corporate media centers, at only \$1,995 it is economical enough to be considered as an ideal solution for home theatre owners interested in using an anamorphic lens to project superwide full-screen Cinemascope® images with 16:9 digital projectors. (Schneider offers the Cine-Digital Anamorphic 1.33X Lens for superior home theatre Cinemascope® viewing).

The Kino-Torsion features easy-to-use adjustments for displacement, pitch, yaw and roll, to enable precise lens alignment. Additional information on the Kino-Torsion is available at www.schneideroptics.com, including a brief video showing the mechanism’s operation, and a technical drawing of the unit.

Schneider Optics offers a line of four Cine-Digital Anamorphic lenses, including the 1.33x, 1.42x, 1.5x and 1.9x. Schneider Cine-Digital lenses set a new standard for lens performance in Digital Cinema and large-venue, high-brightness digital projection

(MORE)

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 world-renowned Schneider filters for motion picture and television production, and B+W filters, lenses and accessories.

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

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

