



## **NEWS RELEASE**

Schneider Optics  
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Effective: April 19, 2010

### **Schneider Optics Simplifies Compatibility with Sony Projectors**

Schneider Optics introduces a series of custom brackets for mounting Schneider lenses onto Sony Bravia VPL-VW60, VPL-VW70, VPL-VW85, and -VW200 SXR D projectors.

The new brackets enable easy mounting of the Schneider Cine-Digital Anamorphic 1.33x and Cine-Digital Anamorphic 1.33x M lenses. With the larger CDA 1.33x M lens on board, the operator can utilize the projector's entire zoom range – making Schneider Optics the go-to solution for anamorphic widescreen projection with anamorphic lenses and hardware. The smaller 1.33x lens can be used with a projection ratio of 1.8:1 and above.

Schneider brackets are compatible with the Kino-Torsion and Kino-Torsion M motorized lens deployment systems as well as with manually-operated versions for easy installation and adjustment.

Sony Bravia SXR D projectors are members of the company's line of premiere components for a complete HD home cinema system.

Schneider's new lens brackets are available in 6 models: in Kino-Torsion or Kino-Torsion M compatible versions for the VPL-VW60 (item #54-018736 or #54-018737), Kino-Torsion or Kino-Torsion M compatible versions for the VPL-VW70 and VPL-VW85 (item #54-018738 or #54-018739), and in Kino-Torsion or Kino-Torsion M compatible versions for the VPL-VW200 (item #54-018740 or #54-018741). Suggested list price for each is \$525. Product delivery is scheduled for April 2010. For more information, contact: Schneider Optics, 7701 Haskell Avenue, Van Nuys, CA 91406, telephone (818) 766-3715; fax (818) 505-9865; or at: 285 Oser Avenue, Hauppauge, NY 11788, telephone (800) 645-7239/(631) 761-5000, fax (631) 761-5090; www.schneideroptics.com

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