



NEWS
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**Schneider Cine-Digital Wide-angle Converter Lens
increases image size up to 39 percent for optimum short-throw projection**
*Maintains image size when moving projector closer to screen,
making it an ideal solution for small home theaters and conference rooms,
and wherever rear-projection is preferred.*

Hauppauge, NY, June 19, 2007 – Schneider Optics, the well known lens and professional filter manufacturer, has introduced the Cine-Digital 0.72x Wide-Angle Converter Lens for DLP and LCD video projection systems used in home theaters, conference rooms, classrooms, exhibition halls, and auditoriums. This lens is particularly well suited to meet the needs of houses of worship, as it greatly increases the ability to locate the projector inconspicuously and where its operating noise will not be obtrusive.

The new Cine-Digital Wide-Angle Converter Lens enables users to increase an image size up to 39 percent without moving the projector; it also enables users to maintain a desired optimal image width while moving the projector closer to the screen.

“This wide-angle converter lens is ideal for venues with limited distance between the projector and screen,” said Schneider Optics CEO Dwight Lindsey. *“It enables users to maintain an optimal desired image size while also delivering the superior optical image quality inherent in all Schneider Cine-Digital lenses. It is virtually a ‘must-have’ for those wanting superb rear-projection images.”*

Designed for use with projectors having a permanently attached prime lenses, Cine-Digital 0.72x Wide-Angle Converter Lenses feature a unique mechanical design that makes usage and/or mounting simple. Their flat surfaces allow users to simply set the lens on a table in front of the projector; threaded mounting holes also allow the converter to be bolted to a stand, table or custom bracket. With an optional bracket, the lens can also be attached to many ceiling mounts. Cine-Digital 0.72x Wide-Angle Converter Lenses are designed to allow a 50 percent offset with 0.9” chips, and will function perfectly with 1.3” chips, with no offset.

(MORE)

At an MSRP of \$1,895, the extremely high quality, easy set-up, front- or rear-projection versatility, and amazing picture quality of Schneider Cine-Digital 0.72x Wide-Angle Converter Lenses provides an ideal solution for those who want optimum performance from moderately priced projection systems.

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

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